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(An Autonomous Institute)
University Road, Kolhapur - 416004, Maharashtra State, India.

website : www.siberindia.edu.in
E-mail : editorsajmr@siberindia.edu.in

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Email: csiberpress@siberindia.edu.in
Editor Email: editorsajmr@siberindia.edu.in

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Factors Influencing Behavioural Intention of Working Women to adopt Social Media Platforms for Fashion Items Purchase in Delhi-NCR

Priya Sharma
Research scholar
K.R. Mangalam University, Sohna, Gurugram, India

Dr. Manmohan Chaudhry
Associate Professor K.R. Mangalam University,
Sohna, Gurugram, India

Abstract
Today, social media has become prevalent in all fields. Social media can be an effective marketing tool for businesses, offering a wide range of possibilities and benefits to both customers and organizations. Social media usage and popularity have increased, and as a result, it has become an essential component of modern marketing strategy. Social media marketing helps both businesses and consumers. This study investigates the factors influencing behavioural intention of working women to adopt social media platforms for fashion items purchase. The conceptual model was proposed based on six factors - four factors (Performance expectancy, Social Influence, Facilitating conditions and Hedonic motivation) of UTAUT2 (Unified theory of Acceptance and Use of Technology) and one factor (Attitude) from TPB (Theory of Planned Behaviour) and one factor (Trust) from literature. The questionnaire was used to collect data from 394 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 positive impact of performance expectancy, social influence, Trust, and attitude on the behavioural intentions of working women for fashion items. facilitating conditions and Hedonic motivation were determined to be insignificant. Hopefully, this study will offer a variety of theoretical and managerial implications and suggestions on how social media marketers can efficiently execute their strategy.

Keywords- Social Media Marketing, Social Media Platforms, Working Women, Behavioural Intention, Fashion Items.

Introduction

Businesses and consumers worldwide can now leverage cutting-edge social media solutions (hardware and software) to interact with customers more effectively, create and distribute enough content, and enhance interoperability (Berthon et al., 2012). The use of social media marketing by consumers to satisfy their needs is also growing. The term "social media marketing" describes the use of social media platforms to market goods, services, or brands and interact with consumers. Due to the increasing adoption and use of social media platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and others, it has evolved into a crucial part of contemporary marketing strategy. In marketing literature, women are typically thought to have a more positive attitude toward shopping than men, who are more focused on the practical implications of their purchases (Dittmar et al., 2004). Shopping and fashion consumption have always been associated with women. Compared to men, women typically have greater knowledge and interest in clothing (Bakewell et al., 2006). Another study depicted women purchase new clothing and influence others to do the same, 80 percent of consumer purchases are influenced by women, who purchase more things than males (Cho & Workman, 2011). This study focuses on the behavioural intention of working women for fashion items on social media platforms. Women who are actively employed outside as well as they have obligations inside the home or family are referred to as "working women." These women work in a variety of fields and professions and contribute to the economy and society through their skills and labour. The analysis of fashion item, an aspect of tremendous relevance in the lives of working women, is central to the emphasis of this study. Professionalism necessitates not only skill but also a polished appearance. In this scenario, fashion item is not just a luxury but also a necessary requirement. The goal of this study is to investigate the complex world of working women's behavioural intention on social media platforms, especially in relation to fashion items.

Literature Review

Social Media (SM)

There are many different types of social media, such as Facebook, Twitter, and weblogs. Users of social media can interact with people who share their interests. Social media is utilised differently by various clients and businesses. It does not even try to take the place of transactions or even conversation by phone or email. Rather, it aims to enhance the value of each encounter or compliment them either the current or potential customer (Andzulis et al., 2012).

Social Media Marketing (SMM)

Social media marketing makes use of social media platforms to raise a business or online presence for the aim of showcasing its goods and services. Social media platforms are useful for building social networks and exchanging ideas and information. Social media marketing is having a big impact on how businesses sell themselves. In some businesses, this sort of marketing is progressively gaining ground, developing, and replacing more traditional strategies. Dwivedi et al. (2021) discussed Some specialized issues like artificial intelligence, marketing using augmented reality, digital content management, mobile marketing, and advertising, B2B marketing, electronic word of mouth, and related ethical concerns. The findings of this study were that studies have neglected to develop a deeper level of quantitative and qualitative focused research on the negative aspects of social media. it also discussed the need for a rebalancing of research emphasis on aspects of digital and social media marketing. Alalwan A. A. et al. (2017) aimed to systematically examine and review the current studies that have conducted over the related area of social media and marketing. In this study, 144 articles were reviewed and with the help of articles role of social media on advertising, the electronic word of mouth, customers' relationship management, and firms' brands and performance were considered. It has been found that some researchers also studied the impact of social media on consumer's attitude and their buying behaviour and the main theme looked at how social media applications could help with marketing and advertising initiatives.

Working Women's Buying Behaviour On Social Media Platforms

Women who work in a variety of professions, including but not limited to those of doctors, teachers, engineers, lawyers, scientists, business professionals, artists, and labourers, are working women. They might work in a variety of fields, including healthcare, education, technology, finance, manufacturing, and services. Historically, women have been seen as a driving force behind revolutions due to their high position in many countries and their capacity to pursue intellectual and spiritual pursuits (Evans et al., 2001). Home management is a shared role between men and women. When deciding whether to work outside the home, women must be allowed to do so without interference, and if they do, there must be no discrimination. Instead, they ought to be honoured for their financial and social security contributions to the household (Hoffman & Holmes, 1976). Guha (2013) aimed to document the evolving patterns of female consumer behaviour in urban India. The paper's main goal was to determine how working women's perceptions and purchasing patterns have changed in comparison to those of non-working women in urban India. The findings suggested that working women were more likely to participate in the purchasing process. Compared to non-working married women, they were more price aware. Additionally, research showed that working women were more brand loyal than married women who do not work. Working women were more concerned about quality than married women who do not work. However, unmarried women who do not work valued quality.

Arulalan & Fields (2021) intended to study at the apparel impulse purchases made by working women in New Zealand. Age, emotional state, store environment, sales, and promotions are the key variables considered that were related to and may influence impulsive clothes purchases. According to the findings, impulse buying occurs across all age groups, however young New Zealand working women between the ages of 20 and 35 exhibited more of these behaviours than women beyond the age of 35. A part of working women's impulse buying behaviour was influenced by the store environment, including window and in-store displays. Emotional state had an impact on clothes purchase decisions. Sales and promotions were found to be the main factor of impulsive buying. Tewary et al. (2021) discussed the attitudes and actions of young working women towards organic cosmetic goods, including knowledge, opinions about their safety and efficacy, and readiness to spend more for organic cosmetics. Attitude, Environmental consciousness, Health consciousness, Price consciousness, Availability, and Brand were the main variables of the study. The study's findings show a substantial correlation between environmental and health consciousness and young working women's attitudes towards buying organic cosmetics. It was found that customer attitudes toward or intentions to purchase organic cosmetic goods were influenced by factors such as availability, health, brand, and price consciousness, as well as environmental and health consciousness. Balaji et al. (2021) examined how working women in India's National Capital Region choose personal care goods. Preferred place for Purchase, reasons for purchase, Product quality, innovation of the product, and brand perception were the main variables. The study's major findings suggested that working women's purchase decisions were influenced by the product's brand based on their age. In contrast, the income of working women had no impact on the study's analysis of the buying criteria. Most working women, according to the survey's findings, chose to buy personal care products to improve their personalities and physical well-being.

Fashion Items Shopping On Social Media Platforms

One of the sectors with the fastest global growth is apparel. Working women have become a significant portion of the clothes purchasing market. Women are really giving priority to clothing, causing a change in purchasing habits of women. Typically, women spend more money on fashion out of desire rather than necessity or utility

(Cho & Workman, 2011). Comparatively speaking, it is simpler to find high design clothing at reasonable prices for women. Women are known to find shopping to be enjoyable, gratifying, hedonistic, and pleasurable. The significance of women's shopping experiences and the ongoing need for clothing that results from them provide this sector with significant growth potential. Women are typically more interested in purchasing items connected to self-expression that would enhance their appearance, such as handbags, shoes, outfits, and gifts, etc. (Yadav et al., 2019). Nash (2018) investigated the extent to which social media (SM) platforms are impacting Generation X and Y customers' decision-making processes in the context of retail fashion. Customers' decision-making processes, Online communities, social media, and Risk were the main variables of the study. The results showed that consumers' behaviours and opinions of high-street fashion businesses were influenced by several internal and external reasons, such as, Motivations and involvement, Generational Cohorts. As per the findings, the usage of social media helped and facilitated these aspects.

Parker & Kuo (2022) aimed to determine Generation Y's unique interaction with and perception of fashion m-commerce apps. E-WOM, Interaction and Purchase intention were the main variables of the study. Major Findings were, such as, M-commerce's convenience was the greatest motivator for generation-y retail engagement; Expensive items (e.g., luxury garments) represented a demotivating factor for engagement because of lower levels of trust in the smartphone retail platform; Interpersonal social media and E-WOM encouraged generation-y's purchase intention for fashion items. Ladhari et al. (2019) focused on the online shopping habits of Generation Y consumers of fashion. It had three secondary goals: To categorise Gen Y online fashion customers in accordance with their fashion lifestyle; To list their demographic and behavioural characteristics; To list the devices, they used to purchase fashionable apparel. Fashion trends, Shopping enjoyment, Economical orientation, and Brand value were the main variables. Major Findings were; Four online shopping orientations for fashion products were identified by the study: fashion trends, enjoyment of shopping, economic orientation, and brand value; Six profiles were used to group survey participants: price shoppers, fashionistas, emotional buys, discovery buyers, shopping enthusiasts, and strategic purchasers. Different sociodemographic traits and fashionable lifestyles were displayed in these profiles. According to this research, laptops were the device of choice for price and discovery consumers, with over 75% of price shoppers utilising a laptop or desktop computer for online shopping. It was discovered that emotional consumers, fashionistas, and fun shoppers were the Gen Y members most likely to utilise mobile devices for shopping.

Imtiaz et al. (2019) analysed the effects of social network marketing on female customers' intention to buy fashion goods, as well as how brand engagement and consumer motivation serve as mediators. Social network marketing, Consumer purchase intention and Consumer engagement were the main variables of this study. The study found a substantial correlation between social network marketing and consumer purchase intention. Brand engagement and consumer motivation acted as a partial mediator between social network marketing and women's fashion product purchase intentions.

Factors Affecting the Consumers' Behaviour on Social Media Platforms

Consumer's buying behaviour is affected by so many factors, we have considered some factors from Unified theory of Acceptance and Use of Technology- UTAUT2 (Performance expectancy, social influence, facilitating conditions, Hedonic motivation) (Venkatesh, Thong, & Xu, 2012) one factor from Theory of Planned Behaviour (Attitude) (Ajzen, 1991) and one factor (Trust) has been taken from literature:

Martinez & McAndrews (2023) aimed to analyze how age and gender influenced use intentions for three types of mobile payment systems. UTAUT2, a theoretical model, was tested in a quantitative investigation in the US. The study found that the intention to utilize mobile payments varies by payment type, with performance expectancy and habit serving as important determinants of behavior. Behavioural Intention was not significantly predicted by social influence, facilitating conditions and effort expectancy. Kilani et al. (2023) intended to assess the impact of UTAUT2 factors on e-wallet use in Jordan. Social influence was substituted with trust elements to gain a different perspective. The study revealed that performance expectancy, effort expectancy, habit, price value, and trust in e-wallets significantly impacted the intention to continue using them in Jordan. Facilitating conditions and hedonic motivation were the insignificant factor in this study.

Huang (2023) aimed to evaluate the factors influencing the elderly's mobile phone purchase behavior and develop a model for predicting their behaviour intention to use smartphones. The study was conducted with UTAUT2 constructs and three additional constructs- utilitarian, anxiety, trust. The study found that older persons' intention to purchase online is influenced by factors such as utilitarian, anxiety, trust, performance expectancy, effort expectancy, social influence, facilitating conditions, and habits. Hedonic motivation and Price value did not have significant impact on the elderly's mobile phone purchase behavior. Abou Ali et al. (2021) intended to study at the country-of-origin effect, trust, perceived value, and influencer marketing on consumers' desire to buy clothes through social commerce as factors influencing purchase intention. According to the

findings, three important factors that predicted customers' purchase intentions in the setting of social commerce were country of origin, trust, and perceived value.

Penney et al. (2021) intended to extend the unified theory of technology adoption and usage to include "perceived risk" and "trust". The study found that performance expectancy, effort expectancy, social influence, habit, price value, perceived risk, and trust significantly impact users' Behaviour Intention. However, facilitating conditions and hedonic motivation had no significant impact on users' Behaviour intention. Sankaran & Chakraborty (2021) intended to investigate the factors that influence Indian customers' use of mobile banking services. The study used the UTAUT2 model, which includes Social Value, Monetary Value, Emotional Value, Quality Value, Trust, and the moderating impact of gender. Effort expectancy, monetary value, emotional value, quality value, and trust all had a significant effect on behavioural intention, whereas performance expectancy and social value did not have significant effect.

Hungilo & Setyohadi (2020) attempted to explore the variables that influence Tanzanians to purchase products and services online. The study broadened UTAUT2 model through the addition of personal innovativeness, perceived risk, and trust. The study found that Effort expectancy, Price value, and Trust all had significant effects on online purchasing intentions. Performance expectancy, Social influence, Hedonic motivation, habit, personal innovativeness and perceived risk had insignificant effect on online purchasing intentions of Tanzanian consumers. Maulidina et al. (2020) intended to investigate the factors that impact people in adopting Shopee's e-commerce. UTAUT2 model was used in this study with two additional constructs, Trust and Perceived transaction risk. The findings revealed that habit and trust had a significant impact on behavioural intention. Hedonic Motivation, Effort Expectancy, Facilitating Conditions, Performance Expectancy, Social Influence, Price Value, and Perceived Transaction Risk, had no significant impact on Behavioural Intention to use Shopee.

Chresentia & Suharto (2020) stated the purpose of this study was to investigate the characteristics that impact customers' acceptance of OVO (e-wallet app) as a payment mechanism in Tokopedia (e-commerce company), particularly among persons of working age who live in Indonesia. Performance expectancy, Effort expectancy, Social Influence, Faclilitating conditions, Hedonic motivation, Price value, Habit and Trust were the main variables of this study. According to the findings, performance expectancy, effort expectancy, price value, habit, and trust all have a significant impact on behavioral intention. Social influence, Faclilitating conditions and Hedonic motivation had an insignificant impact on the behavioural intention.

Merhi et al. (2019) investigated the essential factors that could either help the cross-cultural adoption of mobile banking services. By adding three new constructs- trust, security, and privacy to the UTAUT2, a conceptual framework was created. According to the findings, both Lebanese and English customers' behavioural intentions to accept mobile banking services were influenced by habit, perceived security, perceived privacy, and trust. Furthermore, price value was significant in England but not in Lebanon, and performance expectancy was significant in Lebanon but not in England. Hedonic Motivations and Social Influence were insignificant for both Lebanese and English customers. Widodo et al. (2019) aimed to identify the factors influencing users's adoption of digital wallets in Indonesia. UTAUT2 model was used with two additional constructs 'Perceived risk' and 'Trust'. Performance expectancy, trust, habit, and facilitating conditions all had significant effects on Indonesians' behavioural intention to use digital wallets. The behavioural intention to adopt a digital wallet is not significantly influenced by effort expectancy, social influence, hedonic motivation, and perceived risk.

Kwateng et al. (2018) aimed to examine UTAUT2 model with age, education, user experience, and gender as moderators, factors that affect consumers to embrace and subsequently utilize m-banking services in Ghana. Trust was an additional factor to UTAUT2 in this study. According to results, habit, price value, and trust were the primary factors impacting m-banking adoption and use in Ghana. Gharaibeh & Arshad (2018) intended to investigate the factors that may influence Jordanians' intentions to use mobile banking services. The constructs of UTAUT2 (except Price value and Habit) were used in this study with two additional constructs 'mass media' and 'trust'. The findings showed that behavioural intention was positively influenced by all the constructs in the study.

Kian (2017) aimed to provide insight into the factors that may affect consumer purchase intentions on social media platforms, including perceived ease of use, perceived usefulness, social influences, trust, and perceived enjoyment. The findings of this study demonstrated that customer perceived ease of use, perceived usefulness, social influences, trust, and perceived enjoyment positively affected consumers' intentions to make purchases on social media platforms. Alalwan et al. (2017) examined the factors influencing bank customers' behavioural intentions and adoption of mobile banking. Trust was an additional factor to UTAUT2 in this study. The results primarily demonstrated that performance expectancy, effort expectancy, hedonic motivation, price value, and trust significantly and positively influenced behavioural intention. The adoption of mobile banking was also

confirmed to be significantly influenced by both behavioural intention and facilitating conditions. Social influence was found insignificant in this study.

Nadeem et al. (2017) attempted to investigate the impact of the social networking site Facebook on online apparel purchase. Role of trust was also considered in determining behavioural intention in this study. The results indicated that trust plays a good and important part in the process of using Facebook for apparel shopping. Performance expectancy, hedonic motivation, and trust all had a favourable and considerable influence on the behavior intention to use Facebook for buying. Facilitating conditions, Effort expectancy, social influence and Habit were found insignificant. Miladinovic & Hong (2016) examined the adoption of mobile shopping applications for apparel in Sweden by examining the variables that influenced users' behavioural intention to use such apps. Trust was an additional factor in the study. The findings showed that users' behavioural intention to use m-shopping fashion apps was influenced by Performance Expectancy, Habit, Facilitating Conditions, and Hedonic Motivation. In contrast, the behavioural intention to utilize m-Shopping fashion applications were not substantially influenced by Effort Expectancy, Social Influence, Price Value, or Trust. Duffett (2015) looked at how interactive social media marketing 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 SMMC. The study discovered that SMM messaging had favorable 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.

Eneizan et al. (2019) examined acceptance and use of technology in a consumer environment using the unified theory of acceptance and use of technology (UTAUT. Performance expectancy, Effort expectancy, hedonic motivation, social influence, habit, facilitating conditions, Price value, Trust, and Risk were the main variables. According to the study's findings, customers' behavioural intentions about the adoption of mobile marketing were highly influenced by performance expectancy, effort expectancy, hedonic motivation, social influence, price value, facilitating conditions, habit, and risk. On the other hand, it was discovered that the trust factor was an insignificant predictor in this context.

Research Gap

There has been very little research/study on working women in India, and very little is known about this cohort's behaviour intention in the fashion items. Majority of research focused on students (Ain et al., 2016; Nikolopoulou et al., 2020; Aljaafreh, 2021), the working population has not received attention in India. According to a recent study (Dwivedi et al., 2021), working women's social media behavioural intention needs to be investigated further. As a result, this study attempts to fill this gap by presenting four factors from the Extended version of the Unified theory of acceptance and use of technology (UTAUT2)- Performance Expectancy (PE), Social Influence (SI), Facilitating Conditions (FC), and Hedonic Motivation (HM) and with two additional constructs 'Trust' from literature and 'Attitude' from Theory of Planned Behaviour (TPB) that influence working women's behavioural intention towards fashion items on social media platforms. Previous research reveals that UTAUT2 has been employed to study consumer behaviour intention to adopt mobile commerce and mobile banking (Gharaibeh et al., 2020; Kwateng et al., 2018; Slade et al., 2013; Farzin et al., 2021; Sankaran & Chakraborty, 2021; Al-Okaily et al., 2023) and online apparel purchse (Nadeem et al., 2017; Miladinovic & Hong, 2016; Abou Ali et al., 2021). The UTAUT2 theory was chosen for this study primarily because of its strong explanatory power. In present study, working women's behavioural intention for fashion items on social media platforms is studied. This study will check applicability and relative importance of all the factors/constructs in relation to build behavioural intention of working women on social media platforms. These constructs of UTAUT2 with two additional constructs 'Trust' and 'Attitude' will be studied in the present study.

Research Questions

What are the different factors influencing Behavioural intention of working women to adopt social media platforms for fashion items purchase in Delhi-NCR?

What is the impact of different factors on the Behavioural intention of working women to adopt social media platforms for fashion items purchase in Delhi-NCR?

Research Objectives

To study the different factors influencing Behavioural intention of working women to adopt social media platforms for fashion items purchase in Delhi-NCR.

To analyze the impact of different factors on the Behavioural intention of working women to adopt social media platforms for fashion items purchase in Delhi-NCR.

Hypothesis Development
UTAUT2 model was employed in several researches that were done to better understand how users adopted technology in general. This model can well explain the behaviour of people who adopt new technology. Hypotheses were developed based on existing literature and study objectives.

Performance Expectancy (PE)
The degree to which a person expects that adopting the system would enable him or her to achieve performance gains is known as performance expectancy (Venkatesh et al., 2003). Here, performance expectancy means social media platforms convenience and usefulness for working women in case of fashion items. One of the most powerful factors of behavioural intention to accept and utilize information technology (IT) has been identified as performance expectancy (Alalwan et al., 2017) (Alalwan, 2018). Thus, this study formulates the following hypothesis:

H_1: There is a significant relationship between Performance Expectancy and Behavioural Intention of working women to adopt social media platforms for fashion items.

Social Influence (SI)
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). Prior research has widely shown the significance of social influence or comparable elements (i.e., reference groups, subjective norms, and opinion leaders) in increasing customer intentions (Al-Somali et al., 2009) (Martins et al., 2014). Thus, this study formulates the following hypothesis:

H_2: There is a significant relationship between Social Influence and Behavioural Intention of working women to adopt social media platforms for fashion items.

Facilitating Conditions (FC)
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 in the employee context (Alalwan, 2018). Thus, this study formulates the following hypothesis:

H_3: There is a significant relationship between Facilitating Conditions and Behavioural Intention of working women to adopt social media platforms for fashion items.

Hedonic Motivation (HM)
Hedonic motivation has been shown to have a major impact on technology acceptability. It is defined as the happiness or pleasure derived from the use of technology (Brown and Venkatesh, 2005). It has been demonstrated that various characteristics, including playfulness 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:

H_4: There is a significant relationship between Hedonic Motivation and Behavioural Intention of working women to adopt social media platforms for fashion items.

Trust (TR)
Trust has a significant role in circumstances where hazards are anticipated. Shopping via mobile apps for fashion products is a recent trend and a far more recent application of technology than mobile websites and e-commerce, so users of these apps are subject to new vulnerabilities and threats (Joubert & Van Belle, 2013). Thus, this study formulates the following hypothesis:

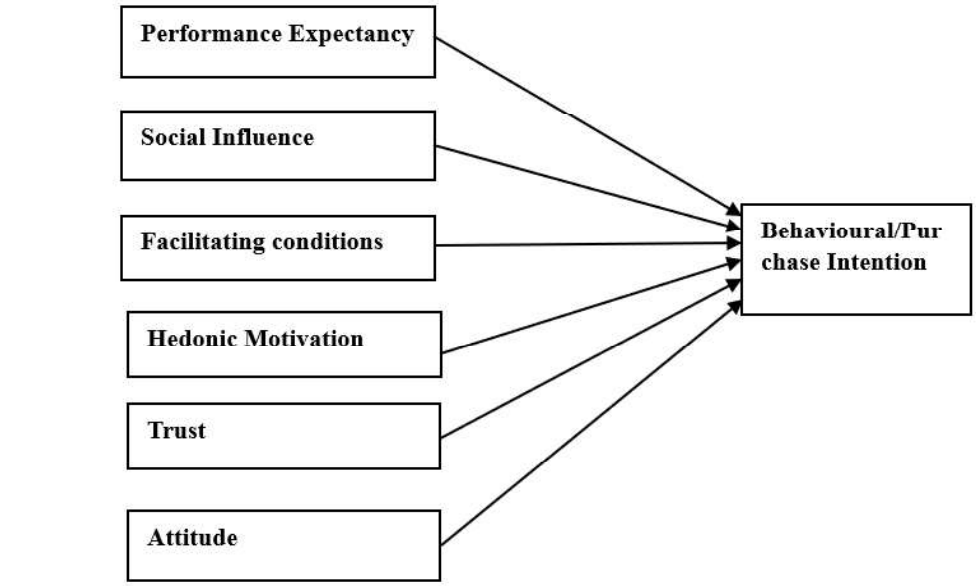
H_5: There is a significant relationship between Trust and Behavioural Intention of working women to adopt social media platforms for fashion items.

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

H_6: There is a significant relationship between Attitude and Behavioural Intention of working women to adopt social media platforms for fashion items.

Behavioural Intention (BIN)
The term "behavioural intention" describes a person's conscious and intentional decision or purpose to engage in a particular activity in the future. Despite not always ensuring that the intended activity will be carried out, behavioural intentions are seen as a major factor in determining actual behaviour. A prominent psychological framework termed the theory of planned behaviour (TPB) places emphasis on the significance of behavioural intention in predicting and comprehending human behaviour.

Research Model
The 4 constructs (Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation) were taken from the UTAUT2 model and one factor (Attitude) from TPB (Theory of Planned Behaviour) and one factor (Trust) from literature. The independent variables in this study that were employed are Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Trust, and Attitude. Behavioural intention serves as the dependent variable in this study.



(Figure 1: Proposed Conceptual Model)

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 with Likert's scale. Obtaining a reliable measurement of an underlying construct is one of the main objectives of scale development (Clark & Watson, 2016). There is no precise rule that specifies the ideal number of scale points. However, a lot of researchers agree that a five-to-seven-point scale works best for obtaining opinions. To measure the behavioural intention of working women for fashion items, 5-point Likert's scale was developed to show the degree of agreement with each statement throughout the questionnaire. 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). This data collection time horizon spans from the beginning of June 2023 to the end of January 2024. As no incentive was presented to respondents, their decision to participate in the survey was motivated only by interest. Since the target population is broad and unpredictable, non-probability sampling was used. Data were collected using convenience sampling procedures. A person is considered eligible to participate in the study if they meet the inclusion criteria. They received an email including a structured questionnaire and a link to complete it. The sample frame of respondents for the study included residents from Delhi-NCR. The questionnaire was distributed to 450 working women, and 394 of them provided legitimate replies.

Results

Respondents' Demographic Profile

Out of 450 working women, only 394 were considered because some of the responses were incomplete. The data of 394 questionnaires was entered into the computer and 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	79	20.1
	25-35 years	214	54.3
	35-45 years	85	21.6
	45 years and above	16	4.1
	Total	**394**	**100.0**
Education	12^{th}	23	5.8
	Graduation	112	28.4
	Post graduation	198	50.3
	Doctorate/ Ph.D.	31	7.9
	Professional courses	30	7.6
	Total	**394**	**100.0**
Income	Less than 5 lakhs	236	59.9
	5 lakhs- 10 lakhs	117	29.7
	10 lakhs-15 lakhs	32	8.1
	above 15 lakhs	9	2.3
	Total	**394**	**100.0**
Occupation	Private job	198	50.3
	Government job	111	28.2
	Self-employed	35	8.9
	Others	50	12.7
	Total	**394**	**100.0**

(Source: Author's contribution)

According to the table above, the majority of respondents are between the ages of 25 and 35 (54.3%), followed by the 35 to 45 age group (21.6%), the under 25 age group (20.1%), and those over 45 (4.1%). 50.3% of respondents are postgraduates, 28.4% are graduates, 7.9% are PhD, 7.6% have done professional courses and 5.8% are 12th graders. The majority of respondents (59.9%) earn less than 5 lakhs, followed by 29.7% who earn between 5 and 10 lakhs, 8.1% who earn between 10 and 15 lakhs, and 2.3% who earn more than 15 lakhs. Most respondents (50.3%) work in the private sector, 28.2% in the government, other jobs account for 12.7%, and 8.9% are self-employed.

Descriptive Statistics and Cronbach's Alpha Value

The mean and standard deviation were determined for all items in the current investigation. According to table 2, all the components- performance expectancy, social influence, facilitating conditions, hedonic motivation, Trust, attitude, and Behavioural intention had mean values more than 3 and standard deviations above and around 1.

Table 2: Descriptive statistics and Cronbach's alpha value

Construct	Item	Mean	S.D.	Cronbach's alpha
Performance expectancy	PE1	3.39	1.031	0.848
	PE2	3.48	1.039	
	PE3	3.42	1.014	
	PE4	3.45	1.035	
Social influence	SI1	3.30	1.121	0.848
	SI2	3.21	1.084	
	SI3	3.20	1.099	
	SI4	3.24	1.173	
Facilitating conditions	FC1	3.46	1.170	0.800
	FC2	3.40	1.027	
	FC3	3.43	1.037	
	FC4	3.38	1.047	
Hedonic motivation	HM1	3.20	1.107	0.801
	HM2	3.35	1.072	
	HM3	3.42	1.148	
	HM4	3.31	1.025	
Trust	TR1	3.32	1.055	0.887
	TR2	3.13	1.053	
	TR3	3.08	1.088	
	TR4	3.14	1.032	
	TR5	3.26	1.047	
Attitude	ATT1	3.27	1.203	0.933
	ATT2	3.29	1.225	
	ATT3	3.29	1.208	
	ATT4	3.28	1.187	
Behavioural intention	BIN1	3.36	1.089	0.863
	BIN2	3.27	1.080	
	BIN3	3.48	1.032	
	BIN4	3.34	1.174	
	BIN5	3.38	1.059	

(Source: Author's contribution)

Cronbach's alpha was also determined for all the factors included in the table above to ensure the data's reliability and validity. All the constructs had Cronbach's alpha values greater than 0.7, indicating that the data was reliable. Higher alpha values (more than 0.7) indicate more reliability (Sharma, 2016; Hajjar, 2018).

Exploratory Factor Analysis (EFA)

Factor analysis was done to assess the data's validity. The Kaiser-Meyer-Olkin Sampling Measure Adequacy measure ranges from 0 to 1, with values close to 1 desired. The absolute minimum is suggested to be 0.6.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.947
Bartlett's Test of Sphericity	Approx. Chi-Square	6873.529
	Df	435
	Sig.	.000

(Source: Author's contribution)

Here, value of KMO is 0.947 and value of Bartlett's Test is less than 0.5 which shows the validity of data. Both values are within the range required to continue with the factor analysis. Both numbers fall within the range needed to proceed with the factor analysis (Shrestha, 2021; Napitupulu et al., 2017; Jamil, et al., 2014; Williams et al., 2010; Kaiser, 1970). The goal of factor analysis is frequently to minimize data dimensionality while maintaining as much of the original variance as possible.

Table 4- Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.050	40.165	40.165	3.564	11.878	11.878
2	1.969	6.564	46.729	3.354	11.179	23.057
3	1.651	5.502	52.231	3.106	10.352	33.409
4	1.462	4.873	57.104	2.787	9.291	42.700
5	1.287	4.290	61.393	2.727	9.091	51.792
6	1.217	4.056	65.450	2.672	8.907	60.698
7	1.171	3.903	69.352	2.596	8.654	69.352
8	.689	2.297	71.650			
9	.630	2.100	73.750			
10	.610	2.032	75.782			
11	.575	1.917	77.699			
12	.527	1.757	79.456			
13	.492	1.640	81.096			
14	.471	1.569	82.664			
15	.453	1.511	84.176			
16	.441	1.470	85.645			
17	.412	1.375	87.020			
18	.404	1.348	88.368			
19	.383	1.277	89.645			
20	.366	1.220	90.865			
21	.360	1.202	92.067			
22	.349	1.164	93.231			
23	.326	1.085	94.316			
24	.323	1.076	95.393			
25	.304	1.012	96.405			
26	.289	.965	97.369			
27	.245	.818	98.188			
28	.190	.634	98.821			
29	.183	.610	99.431			
30	.171	.569	100.000			

(Source: Author's contribution)

A component with an eigenvalue larger than one explains more common variance than unique variance, indicating its significance (Shrestha, 2021; Pallant, 2020; Williams et al., 2010; Kaiser, 1970; Guttman, 1954). Seven variables with eigenvalues larger than one (Component 1-12.050, Component 2- 1.969, Component 3- 1.651, Component 4- 1.462, Component 5- 1.287, Component 6- 1.217, Component 7- 1.171) were found by principal component analysis (PCA) and varimax rotation. Eigenvalues indicate how much variance each component explains.

Table 5- Rotated Component Matrix

Rotated Component Matrix							
	Component						
	1	2	3	4	5	6	7
PE1					.732		
PE2					.720		
PE3					.704		
PE4					.683		
SI1				.778			
SI2				.791			
SI3				.744			
SI4				.579			
FC1						.738	
FC2						.758	
FC3						.600	
FC4						.738	
HM1							.725
HM2							.703
HM3							.722
HM4							.682
TR1	.707						
TR2	.775						
TR3	.785						
TR4	.773						
TR5	.648						
ATT1			.781				
ATT2			.796				
ATT3			.775				
ATT4			.755				
BIN1		.711					
BIN2		.704					
BIN3		.754					
BIN4		.750					
BIN5		.662					
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 6 iterations.							

(Source: Author's contribution)

Items with factor loadings greater than 0.5 were extracted from the rotated component matrix (see table 5). The findings of this investigation satisfied Hair et al.'s (2014) criteria. These loadings show the strength and direction of the relationship between each variable and the retrieved components. Higher absolute numbers suggest a stronger link.

Confirmatory Factor Analysis (CFA)

The purpose of CFA is to validate construct validity, which will serve as the foundation for additional investigations on the link between constructs and their constituents.

Table 6: Model Fit

Fit Indices	Recommended value	Model fit	References
CMIN/DF	≤5.00	1.291	Byrne (2016); Hair et al., (2010)
GFI	≥0.90	0.922	Hair et al., (2010)
AGFI	≥0.90	0.906	Hair et al., (2010)
NFI	≥0.90	0.930	Bentler and Bonnett (1980); Bollen (1989); Bagozzi & Yi, (1988); Byrne (2016); Schumacker and Lomax (2012); Hair et al. (2010)
CFI	≥0.90	0.983	Bentler (1990); Hair et al. (2010); Byrne (2016)
RMSEA	≤0.08	0.027	Steiger, (1998); Hair et al., (2010); Browne & Cudeck, (1992)

(Source: Author's contribution) Note: Recommended value source: (Sahoo, 2019)

According to table 6, CMIN/DF is 1.291, which should be less than 5, GFI is 0.922, NFI is 0.930, CFI is 0.983, which should be higher than 0.9, AGFI is 0.906 (should be more than 0.8), and RMSEA is 0.027 (should be less than 0.08). So, all the values are appropriate for the model.

Table 7: Convergent Validity

	CR	AVE	MSV	MaxR(H)
Trust	0.887	0.612	0.461	0.890
Social Influence	0.853	0.593	0.424	0.861
Facilitating Conditions	0.805	0.509	0.410	0.813
Hedonic Motivation	0.802	0.504	0.401	0.808
Behavioural Intention	0.864	0.560	0.416	0.866
Attitude	0.933	0.777	0.461	0.935
Performance Expectancy	0.848	0.583	0.424	0.850

(Source: Author's contribution)

All eight variables have a CR more than 0.7 and an AVE greater than 0.5. Table 7 further demonstrates that for all components, CR is bigger than AVE and AVE>MSV. Therefore, we may infer that the measurement model's components have enough convergent validity.

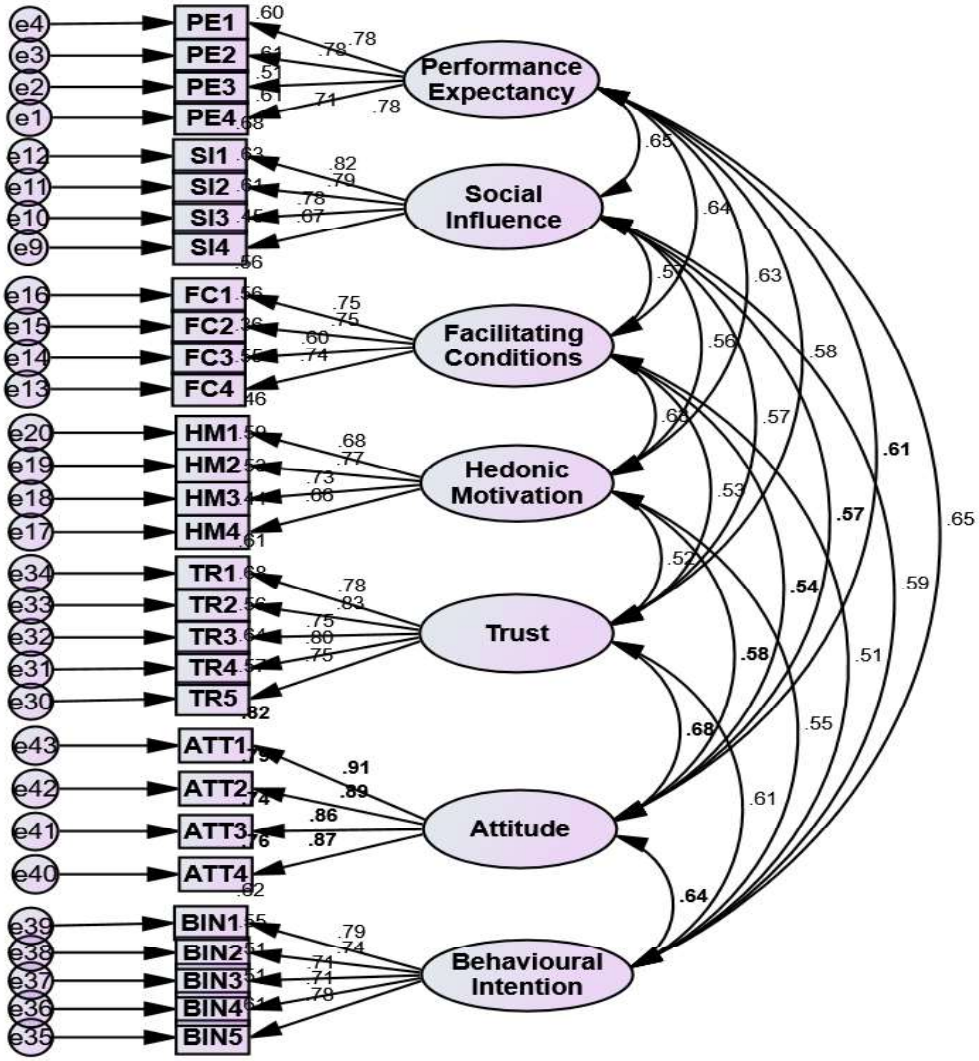
Table 8: Discriminant validity

	TR	SI	FC	HM	BIN	ATT	PE
TR	**0.782**						
SI	0.572	**0.770**					
FC	0.526	0.575	**0.714**				
HM	0.520	0.564	0.633	**0.710**			
BIN	0.611	0.592	0.506	0.554	**0.748**		
ATT	0.679	0.570	0.545	0.585	0.642	**0.882**	
PE	0.577	0.651	0.640	0.633	0.645	0.607	**0.763**

(Source: Author's contribution)

The Fornell-Larcker criterion for discriminant validity (Fornell & Larcker, 1981) was also examined which is considered as traditional method of evaluating discriminant validity (Hair et al., 2014). This criterion states that each construct's square root of the AVE must be greater than its highest correlation with any other construct (Afthanorhan W. M., 2013). According to table 8, discriminant validity is present in the current study since all the results fall within the range.

Figure 2: CFA Model



(Source: Author's contribution)

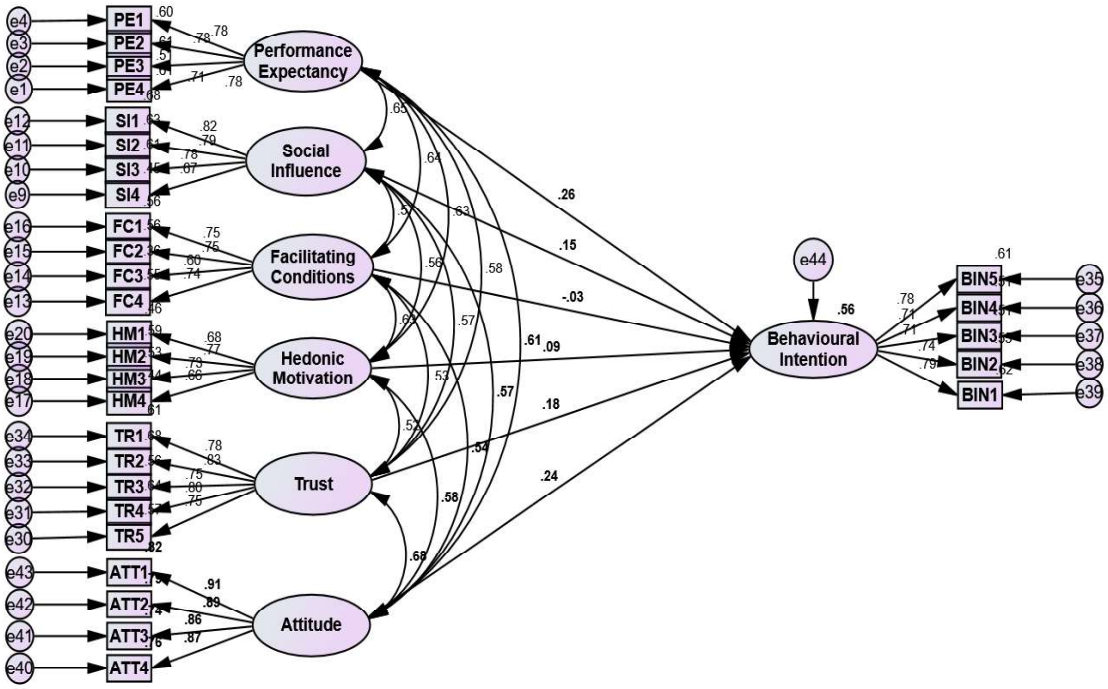
Structural Equation Modelling (SEM)

SEM is a statistical method that is highly recommended for characterizing the relationship between components (Hair, 2009). SEM efficiently replicates our comprehension of the entire hypothesized model through the interactions between several variables (Sahoo, 2019).

Hypotheses:

1) H_1: There is a significant relationship between Performance Expectancy and Behavioural Intention of working women to adopt social media platforms for fashion items.
2) H_2: There is a significant relationship between Social Influence and Behavioural Intention of working women to adopt social media platforms for fashion items.
3) H_3: There is a significant relationship between Facilitating Conditions and Behavioural Intention of working women to adopt social media platforms for fashion items.
4) H_4: There is a significant relationship between Hedonic Motivation and Behavioural Intention of working women to adopt social media platforms for fashion items.
5) H_5: There is a significant relationship between Trust and Behavioural Intention of working women to adopt social media platforms for fashion items.
6) H_6: There is a significant relationship between Attitude and Behavioural Intention of working women to adopt social media platforms for fashion items.

Figure 3: Structural Model



(Source: Author's contribution)

The R^2 (Coefficient of determination) value can range from 0 to 1 (Yıldız & Kelleci, 2023). The R^2 value for each endogenous (dependent) variable denotes the proportion of variation explained by the model for that variable. Behavioral Intention (BIN) has a R^2 of 0.56, indicating that other latent variables (Performance Expectancy, Social Influence, Facilitating conditions, Hedonic motivation, Trust, and Attitude) account for 56% of its variation.

Table 9– Results of standardized estimates of the structural model

Path			Estimate	S.E.	C.R.	P-value	Significance
BIN	<---	PE	.266	.080	3.314	***	YES
BIN	<---	SI	.154	.072	2.142	.032	YES
BIN	<---	FC	-.030	.077	-.392	.695	NO
BIN	<---	HM	.108	.088	1.226	.220	NO
BIN	<---	TR	.192	.071	2.711	.007	YES
BIN	<---	ATT	.191	.055	3.490	***	YES

(Source: Author's contribution)

As per table 9, hypotheses H_1 (PE → BIN), H_2 (SI → BIN), H_5 (TR→ BIN) and H_6 (ATT → BIN) are significant as p-value is less than 0.05 for all. So, Performance expectancy, social influence, Trust, and Attitude have positive relation with the behavioural intention. Hypotheses, H_3 (FC → BIN) and H_4 (HM → BIN) are non-significant as all the p-values are greater than 0.05. Thus, facilitating conditions and Hedonic motivation do not have positive relation with the behavioural intention.

Implications and Recommendations

The findings of this study provided a substantial theoretical contribution to researchers in the relevant field of interest by capturing various crucial elements in the current study model. Initially, this study included four elements (Performance expectancy, social influence, facilitating conditions, and Hedonic motivation) from the UTAUT2 model (Venkatesh et al., 2012) and one factor (Attitude) from TPB and one factor (Trust) has been taken from literature. The study's findings shed light on the elements that influence working women's buying intentions on social media platforms for fashion items in Delhi-NCR. The study's findings offered numerous critical insights for marketers. This study gives valuable information and recommendations for social media marketers looking to tailor their marketing mix to match working women's expectations for online purchases for fashion items.

Performance Expectancy has been discovered to have a positive effect on working women's buying intentions for fashion items. This is because working women buy on social media platforms because these are helpful and make their lives simpler, therefore marketers may focus on the comfort factor when building their product and marketing mix on social media platforms. Social influence has been proven to have a positive impact on working women's purchase intentions, implying that working women are persuaded by others around them to buy fashion items on social media platforms. The social influence factors include peer influence, influencer marketing, and social media recommendations. Understanding and exploiting social impact aspects allows social media marketers to successfully interact with working women, establish trust, and create compelling shopping experiences that are tailored to their preferences and lifestyles.

Facilitating Conditions is not a significant predictor of working women's purchasing intentions, implying that working women lack the knowledge and resources to buy things on social media platforms. Marketers can focus on the following facilitating conditions: mobile accessibility, time savings, flexible payment alternatives, and customization. Thus, marketers should raise awareness by promoting customer participation on social media sites. Hedonic Motivation is not a major predictor of working women's purchase intention for fashion items, implying that they do not perceive social media sites to be particularly interesting or enjoyable for purchasing fashion items. As a result, it is possible to infer that by arranging gaming events and giving away free vouchers to winners, marketers may add an enjoyable aspect to their social media platforms. Trust and Attitude are significant predictors of purchase intention of working women for fashion items, which means working women find social media platforms valuable and trustworthy to buy fashion items.

Conclusion

The stated goal of this study was to uncover the important social media marketing aspects that might affect working women's purchase decisions for fashion items. After reviewing most of the literature in the field of social media marketing, this study concludes that four variables/factors (performance expectancy, social influence, Trust, and attitude) are the most important indicators of purchase/behavioral intention among working women for fashion items. Two factors (Facilitating conditions and Hedonic motivation) had insignificant impact on Behavioural intention. The data was obtained from 394 working women in Delhi-NCR, and it was then subjected to Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) before being analyzed

using SEM. The model suggested that four variables—performance expectancy, social influence, Trust, and attitude—are the most significant predictors of purchase intention of working women for fashion items.

Subsequently, the data obtained were reviewed in the context of both logical arguments and the conclusions from previous research on social media platforms (Alalwan et al., 2018) (Alalwan et al., 2017) (Gharaibeh et al., 2020) (Davis, 1989) (Eneizan et al. 2019). So, the current study's findings are supported by the literature on social media marketing, UTAUT2 (Unified Technology of Acceptance and Use of Technology), and TPB (Theory of Planned Behavior). Understanding working women's purchasing intentions on social media not only improves academic understanding, but also provides significant data for businesses looking to improve their marketing methods and attract this crucial client segment. Working women continue to be an important market group, especially as their digital engagement grows. These findings have consequences for decision-making and strategy design, particularly where changing behavioural intentions is a critical goal.

Limitations and Future scope

Although this study was effective in identifying the important elements that may impact working women's purchasing behavior on social media platforms, it has several limitations that should be addressed in future research-

- The major limitation of this study is that the investigation is confined to just working women from all cohorts. In future, other cohorts should also be considered, such as- Working men, non-working women, Students etc.
- Another limitation is that the study is limited to only fashion items, in future researches others categories should also be considered, such as- Accessories, mobile phones, laptops etc.
- Only Delhi-NCR has been included in the present study, in future other regions should also be explored to implement the results on national and international level.
- The sample size is small, in future the similar study can be conducted with a large sample to make the results better.

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