

Theory Of Planned Behavior Extension in Adoption of Social Media for Online Shopping in India

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Abstract: The purpose of writing this research paper is to study the online purchase behaviour of the consumer concerning social media. To accomplish the expected objective, the theory of planned behaviour (TPB) was executed. This research distinguished from previous research in two contexts; one, belief on privacy used in place of security to determine the attitude; second, purchase intention identified through social media instead of website or mobile. The results of the study depict that the subjective norm, attitude, and perceived behavioural control significantly influence social media purchase behaviour. Social media trustworthiness has a positive effect on attitude. However, belief in perceived privacy does not considerably change the attitude of consumers. Also, it is evident from the research that normative belief has a significant influence on subjective norms and positive belief on self-efficacy-control has a significant positive effect on perceived behavioural control.

Keywords: social networking sites; theory of planned behaviour; TPB; perceived privacy; trustworthiness; social media purchase behaviour; India.

1. INTRODUCTION

1. Conceptual background

The internet is prevalent in India due to its popularity in providing online shopping opportunities in the sense of convenience, price, and variety of products (Narwal and Kant, 2014). In the latest couple of years, online shopping through social networking sites has increased (Sharma, 2016). Social media purchase refers to the utilisation of social networking sites (for example – Facebook, LinkedIn, Twitter, Instagram, etc.) and other social devices during online shopping (Sharma, 2016). Now, the consumer gives utmost importance to his or her peers on social media and the way organisations utilising social media to capture the attention of the consumer. Facebook is fundamentally used for the advancement of the products just as online exchanges tool. One of the reasons to prefer Facebook for shopping purposes is that Facebook enables consumers to share and examine the products and services they like or dislike, which influences their online purchase decisions of their friends who could see their posts (Meng and Registration, 2014). In previous reports reported that over 62% of online shoppers read the products related comments posted by their friends on Facebook, out of that 75% of them click on the products connected through the retailers' website, and 53% of those who click on the retailer websites even further go and purchase the product (Nirmala, 2013). Twitter is another social networking site which comes under the category of the microblogging site, utilised by brands to engage customers and encourage them to purchase online, and it also reported that Twitter users would not fret being pursued by brands. As per the research conducted by social media quick starter than 64% of Twitter users said that they continue checks to receive exclusive item advancement offers and points of confinement (Williams et al., 2017). It would not be shocking that the pattern seeker has seen various electronic life-based thing drives that motivate clients to communicate with the brand and make an online buy. There are a few brands, for instance, naked juices smoothie

trying game, Old Navy's Jordan Knight, Southwest's '12 days of luv' done the diverse doing fighting to connect with clients in a course, for instance, giving coupons towards in-store buy, empowers clients to download an intriguing tune, an opportunity to win \$1,000 present cards, and so on. On person to person communication sites engages online users which enables the followers to purchase items online. Importance of social networking sites for online retailing cannot be ignored. India arranging itself as one of the fastest developing long range interpersonal communication consumer bases, hence a great percentage of online retail is expected from social media. As the concept of online internet-based life getting to evolve speedily, it is interesting to see what numbers of these new businesses are able to keep up with changing this change in perspective.

As per the examination, India becoming very energetic in e-commerce, estimated at \$681 billion in online retail sales in 2016. However, China is the leader in e-commerce internationally, followed by the USA, and the fastest growing one in India. We are experiencing an everyday reality to such an extent, that we communicate with each other on mobile phones than we do interact face to face. For keeping in contact, shopping, getting a taxi, or ordering sustenance, etc. everything begins and ends with that Smartphone. Furthermore, it is getting a more significant step by step. As indicated by a new report conducted by Forrester Research, the Asia Pacific accounted for approximately the fifth position on online retail sales by 2021 in the Asia Pacific, out of which 78% of that sale beginning from mobile, up from 63% in 2016. The investigation further includes that the online retail employing mobile will develop at a CAGR of 15.6%, to reach \$1 trillion every 2020, up from \$539 billion out of 2016. Indian consumers rank on top when it comes to obtaining items from web-based social networking sites (as indicated by worldwide technology association Pitney Bowes' second yearly global online shopping study).

Moreover, 27% of the people surveyed in India said that they would consider buying items via web-based networking media, followed by Brazil with 15% and Russia 14%. Internet-based life is trendy among millennial belongs to the age gathering of 18- to 24-year, when it comes to obtaining through web-based social networking. Social networking sites also influence the knowledge sharing behaviour of students by of its various characteristics such as online communities, user generating contents, and communication (Kaeomane et al., 2014). A gradual increase of social networking affinity reported among youth who perceived low risk; however, there is a gradual increase in the high perceived risk among youth who has high social networking affinity to benefit feel (Sundaram and Radha, 2019).

Same as web-based life, online securing through a smartphone is trendy among millennial, which represent 33%. However, some challenges ahead of online shopping, for example, high delivery cost, delayed delivery, and extra charges owed amid transportation. One more area of concern demoralising online shopping is item return policies and processes. Generally, Indians, which account for 46%, have return concern, followed by Germany 44% and USA 39%, aside from that negative customer's reviews and comments, evaluations other areas disheartening consumers to shop online shopping which record of 31% of consumers (Frost & Sullivan, 2016).

Al Bakri (2017) explains the social media adoption for business innovations and legal issues associated with it. The research stated that in-spite of legal matters such as security and privacy, social networking sites drive so much change in business. Social networking sites' scope is not limiting to only consumers but also in business especially small and medium enterprise (SMEs), social networking sites broadly utilised by organisations to improve customer services, customer relationship and products and services. However, organisations not sure about the implementation or adoption and return on investment from Social networking sites (Al Bakri, 2017). Those consumers who pursue blemishes via social networking media, in any event, half of them said that they did all things considered to view the items and services via web-based networking media (Chahal, 2016). Different models have developed to understand consumer intention to utilise social media platforms for online shopping (for example – TPB, TAM, and TRA).

This research is inspired by the TPB model to understand social media purchase intention for online shopping.

Previous researchers' addresses plenty of issues related to social networking sites and critically assess the theory of planned behaviour (TPB) in determining consumer purchase intention. However, very few researchers address the issues pertaining to the belief of consumer on social networking sites in determining consumer attitude. Hence, the present study critically evaluates the TPB model for measuring social media purchase behaviour and identifies that the online networking buying behaviour derived from consumer belief about perceived privacy (PP) and trustworthiness of social networking sites. Mainly, how do solitary beliefs about security and trustworthiness of person to person communication affect consumer intentions to purchase by social media? For addressing this problem, a hypothetical structure developed using TPB. Measurement scales used to evaluate the various aspects of belief about security and trustworthiness, also, as perceived subjective norms (SNs) and behavioural control (BC).

Further, to test the different connections inferred by TPB, a review instrument was also created. There is limited literature available which demonstrates the TBP model in determining social media purchase behaviour, especially in India. Hence this research is developing and validating the existing TBP model with slight modification in the determinants using in assessing the attitude of respondents towards social media.

1.1 Research objectives

The TPB (Figure 1) explores the relationship among attitudes, normative beliefs, and perceived BC to predict behavioural intentions and can use directly to predict behavioural achievement (Ajzen, 1991). Since the TPB has applied to a limited number of scholarly endeavours that relate to social networking sites with online shopping, this study attempted to bridge the gap by using TPB social media purchase intention.

- 1 The purpose of this study to explore the relationship of the constructs: attitudes, SN, perceived BC, and intentions within the TPB framework.
- 2 The study also investigates the consumer belief about privacy in determining attitude towards social media purchases in place of security.

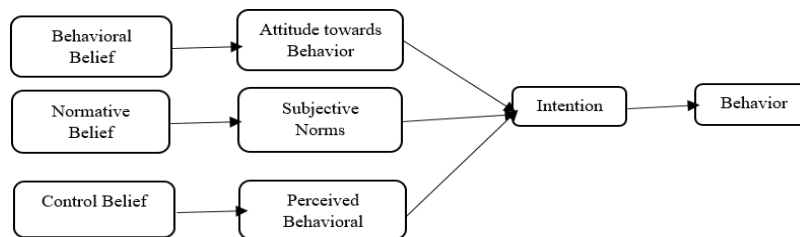


Figure 1 TPB conceptual framework proposed by Ajzen (2006)

2. Theoretical framework and hypotheses formulation

1.2 Theory of planned behaviour

The TPB is a standout amongst the most broadly looked into models for foreseeing behavioural intentions by social scientists. Attitude defines as the emotional feeling that emerges when an individual takes part in specific practices or behaviours. SNs are the apparent assumptions of people who are close to an individual and who impact choice decisions (Ajzen, 1991). BC is an impression of the individual challenges when executing particular conduct (Ajzen, 1991). In the design field, Kim and Karpova (2010) found thing appearance, past purchase conduct, value awareness, and normative belief are essential indicators of disposition toward purchasing behaviour. Attitude, subjective models, and perceived BC by and large identified to buy counterfeit design merchandise. Gao (2009) studied purchase intention by applying the TPB with an additional factor, social orientation. He found attitude, SNs, and perceived BC have a significant effect on purchase intention, yet not social direction.

As indicated above, research relying on revealed preferences to infer decision-creation processes ordinarily defies members with fake choices among products or services defined in terms of a particular set of attribute dimensions. The information gathered about the considerations that guide the consumer's behaviour. An alternative method to deal with understanding consumer decision making provided by the TPB (Ajzen, 1991, 2005, 2012). Instead of relying on the overall evaluation or utility of a product or service, this theory focuses on the specific consumer behaviour of interest. Examples in the area of nourishment usage are 'acquiring low-fat yogurt', 'eating genetically modified sustenance in the next a half year', and 'ordering vegetarian dishes when eating out'. The objective of the TPB is to provide a comprehensive framework for understanding the determinants of such behaviours. First described in 1985 (Ajzen, 1985), the TPB is today one of the most mainstream social-mental models for understanding and predicting human behaviour. Qin et al. (2018) stated that mobile social networking sites adoption and said that the perceived enjoyment and SNs are the two most important drivers in social networking sites adoption through mobile phones. According to Sanne and Wiese (2018), "attitude was the strongest predictor of behavioural intention to engage with Facebook advertising, followed by SNs. However, perceived BC was found not to be a significant predictor of behavioural intention to engage with Facebook advertising." Furthermore, behavioural intention to engage with Facebook advertising was found to predict actual engagement (Cheung and To, 2016). Extended the TPB model and found that the "perceived usefulness was an antecedent of consumer attitudes toward co-creation in social media." It also stated that "the level of consumer involvement moderated the relationship between perceived usefulness and customer attitudes toward co-creation, and that relationship found to be more salient for a high rather than a low level

of consumer involvement.” Briefly, in the TPB, the immediate antecedent of a specific behaviour is the ‘intention’ to execute the behaviour in question. This intention is assumed to be determined by three sorts of considerations or beliefs. The first is termed ‘behavioural beliefs’ and refers to the perceived positive or negative outcomes of performing the behaviour and the evaluations of these outcomes. In their aggregate, behavioural beliefs that are readily accessible in memory lead to the arrangement of a positive or negative ‘attitude toward the behaviour’. The second kind of consideration has to do with the perceived expectations and behaviours of imperative referent people or gatherings, combined with the person’s motivation to pursue the referents in question. These considerations termed normative beliefs, and the normative beliefs that are readily accessible in memory combine to produce a perceived social pressure or SNs concerning performing the behaviour. The third type of consideration, control beliefs, is concerned about the apparent nearness of elements that can impact a person’s capacity to perform the behaviour. Together with the perceived intensity of these factors to meddle with behavioural performance, readily accessible control beliefs produce a specific dimension of perceived BC in connection to the behaviour conduct (Bandura, 1977). As a general rule, the more positive the attitude and subjective standard as for taking part in the conduct, and the more prominent the perceived control, the more probable it is that an individual will outline an intention to perform the conduct referred. Finally, intentions expected to lead to the performance of the behaviour to the extent that people are. In reality, capable of doing in that capacity, i.e., to the extent that they have real specialists over the behaviour. Real BC anticipated moderating the impact of intention on behaviour. Though, in numerous usages of the TPB, it would be troublesome or impossible to identify every component that influences genuine power over the performance of the behaviour in question. Hence, investigators regularly use the measure of perceived BC as an intermediary for actual control under the presumption that perceptions of control reflect real control reasonably well. Once a behaviour determined, it provides information about consequences, about the reactions of imperative others, and about the ease or trouble of performing the behaviour. This information will undoubtedly change some of the person’s normative, behavioural, and control beliefs in this manner, influencing intentions and future behaviour. Beyond the elements that constitute the theory itself, the TPB recognises the potential importance of other variables, for example, demographic characteristics (age, gender, race, religion, education, income, etc.), general attitudes, personality attributes, intelligence, life values, emotions, etc. These variables considered establishment factors in the TPB; they expected to influence intentions and behaviour obliquely by their effects on normative, behavioural, and control beliefs. Realise that the TPB does not assume judiciousness to the decision-maker. The readily accessible beliefs that provide the reason for perceived BC can be inadequately informed reflect negligent biases, unsteady tendencies, unrealistic reasoning, self-serving motives, or other senseless processes. All we assume in the TPB is that people’s intentions and behaviours pursue reasonably and consistently from their beliefs regardless of how these beliefs formed. It is merely in this sense behaviour is said to be reasoned or planned. Moreover, people are not assumed to experience a careful examination of beliefs every time they perform a behaviour. With repetition, behaviour becomes routine, and in absent much conscious consideration (Ajzen, 2015). Sanne and Wiese (2018) applied the TPB in the engagement of consumer with Facebook advertisements and suggested that the attitude was the strongest predictor of behavioural intention to engage with Facebook advertising, followed by SNs. However, perceived BC was found not to be a significant predictor of behavioural intention to engage with Facebook advertising. Furthermore, behavioural intention to engage with Facebook advertising was found to predict actual engagement.

From the perspective of social media, attitude discusses the general user feelings and emotions towards the use of social media for online shopping dependent on a positive or negative result assessment of doing that conduct. Furthermore, subjective standards refer to user perceptions regarding the use of web-based life by the suppositions of the reference gathering (for example, friends or colleagues). Perceived BC reflects beliefs regarding their access to the resources needed for utilising online networking, which, in other words, describes user perceptions of the accessibility of knowledge, resources, and opportunities necessary for using internet-based life (Al-Ghaith, 2015). Akar and Dalgic (2018) integrate the social network theory and the TPB to analyse online consumers’ purchase intentions and investigated their structural positions by analysing their friendships in social networks. There is positive effects of behavioural attitude, social norms, and perceived behaviour control on online consumers’ purchase intentions. Furthermore, it finds out the impact of consumers’ purchasing intentions on their actual online purchasing behaviours, the results do not imply a significant effect of perceived BC on actual online purchasing behaviour.

The TPB applied in the context of online life, which determines the effect of the SNs, attitude towards the online purchase, and perceived BC on consumer purchase behaviour from informal communication sites. The normative belief, which explains the influence of reference gatherings, for example, friends, peers, and other relatives determines the SNs and SNs that define the actual purchasing behaviour of the consumer. The second attribute of TPB is the attitude towards online purchase behaviour (OPB), which antecedent by the trustworthiness of interpersonal interaction sites and concerns related to the theft of personal data as security that ultimately affects the online

networking buying behaviour. Self-efficacy in numerous TPB studies was one of the critical antecedents to perceived BC which clarifies the individual's self-assurance in his or her capacity to perform the behaviour. As far as web-based life securing, if an individual is fearless about taking part in exercises identified with getting on the web, the person should feel positive about his or her conduct over social media purchases.

Based on the above literature, the following hypothesis formulated:

H1 The normative structure (NS) about social networking purchasing has positive influences on the SNs of an individual toward social networking purchasing.

H2 Social networking purchasing SNs has a positive influence on social media purchasing behaviour.

H3 Beliefs about self-efficacy positively influence perceived BC for undertaking social networking purchases.

H4 Beliefs towards social networking about perceived BC positively influence social media purchasing behaviour.

1.1 The trustworthiness and privacy concerns of social networking sites

Web-based social networking networks trust is an essential element for consumers to make purchase decisions, and consumers exceptionally influenced by the likes and views of their friends. In regards to online purchases, association's presence through their website and person to person communication page is the principal route for consumers to overcome uncertainty and cheating as an IT-enabled system replaces the physical shop. Trust conceptualised in e-commerce literature in various ways. McKnight et al. (2002) were endeavouring to accommodate a gigantic accumulation of writing in regards to the different kinds of trust, build up a trust typology including five types: relational trust, believing beliefs, dispositional trust, system trust, and the decision to trust. Relational trust is one performing out specialist's eagerness to rely upon the other on-screen character with a sentiment of security, notwithstanding when adverse outcomes are conceivable. Believing beliefs depend on the individual's intellectual convictions about the other party's attributes (e.g., ability, honesty, trustworthiness). Dispositional trust is an individual's inclination to trust over an extensive range of conditions and people. The choice to trust in alludes to the expectation to trust requirements explicitly. These developments provide a sensible meaning of trust. However, with regards to considering e-commerce, a significant issue has hampered observational examinations of the impact of buyer trust on s-commerce achievement. The question focused on the disarray between relational trust and system trust. With relational trust, trust is with an individual or business, though system trust is trust in the unwavering reliability and security of the system. Pennington et al. (2004) define system trust as "a belief that impersonal structures have instituted, enabling one gathering to anticipate successful exchanges with another gathering." In an online setting, trust is not exclusively affected by properties attributed to the firm yet moreover by the electronic system mediating the exchange.

Hsiao et al. (2010) used the word 'social shopping' to depict s-commerce, ensuring that it is another web-based business strategy uniting person to person communication with shopping. Further, they led an observational examination of the factors affecting trust in websites and product referrals with regards to social shopping and found that three factors speaking to relational associations (perceived benevolence/integrity, perceived limit, and perceived the least sum) make them bear on trust in product referrals. Because of the anomalous condition of uncertainty and the dynamicity of the internet, trust hypothesised as an immediate determinant of attitudes (Gefen et al., 2003; Hassanein and Head, 2007a). Due to multifaceted nature and the multidimensionality of the concept, trust in the relevant literature interpreted with different meanings (Hassanein and Head, 2007b). Trust defined as "the shared confidence that no gathering to exchange will exploit another's vulnerabilities" (Barney and Hansen, 1994). Whereas, it is also "the willingness of a gathering to be vulnerable to the activities of another gathering based on the expectations that the other will perform a specific activity critical to the trustor" (Mayer et al., 1995). Trust refers to "the belief of an individual in the trustworthiness of others which can be dictated by their apparent honesty, benevolence, and ability" (McKnight et al., 2002). Despite numerous definitions, trust is, for the most part, thought to be indispensable in online situations as a result of the related threats in such settings (Van Der Heijden et al., 2003). Fundamentally, trust can explain as a desire that others would not act shrewdly (Gefen et al., 2003), and the merchant will give what has been promised (Ganesan and Hess, 1997). Trust stressed as one of the significant compelling elements with regards to web-based business (Abbas, 2011) and online shopping explicitly (Faqih, 2013). Prior e-commerce research has portrayed the significance of trust as a determinant of an individual's disposition or acquiring intention (Wang and Emurian, 2004; Hassanein and Head, 2007a; Limbu, 2012).

While people using social networking sites, knowingly or unknowingly they share their personal information on these sites. These data may be misused for any reason by malicious users against the wish of users. This will prevail the privacy and security issues and users. These issues of privacy and security may develop a negative attitude towards the usage of these social networking sites. Facebook users' awareness of privacy issues and perceived benefits and risks of using Facebook. Specifically, the relationship of Facebook privacy issues, privacy settings, perceived benefits and risks, routinisation and ritualisation, and invasion of privacy to self and others. The risks to privacy were attributed more to others than to the self and if Facebook users reported an invasion of personal privacy, they were more likely to change privacy settings than when they reported hearing of an invasion of privacy happening to others and further avoid to use the site.

Based on the above literature, the following hypothesis formulated:

H5 The trustworthiness of Social networking sites has a positive effect on the attitude towards purchasing through social media

H6 Belief about PP towards social networking sites has a negative effect on the attitude towards purchasing through social media

1.2 Purchase intention-based on customer attitude

Empirical studies identified with the dispersion of technological developments have extended the utilisation of the TAM model to incorporate attitudes as characterised by the theory of reasoned action (Davis, 1989; Jayawardhena and Foley, 2000; Karjaluoto et al., 2002). Lancaster (1966) noticed at first that attitude is the driver of buyer utility or attributes. Attitude as an individual's positive or negative conduct towards improvement change. Attitude depicted the impression of the usefulness of electronic setting aside some money, modification highlights, electronic bank features, risk and security, and individual inclinations. Attitude depends on the striking beliefs which an individual has about the outcomes of given conduct and his or her assessment of those results. Explicitly, Polatoglu and Ekin (2001) proposed that customer attitude has made out of one's trait convictions about the object and perceived significance of that property in settling on the choice to get. In the electronic setting aside some cash setting, purchasers' attitude is varying as far as discernment in regards to object information, a sort of payment, conveyance terms, service offered, the risk included, security, personalisation, visual intrigue, stimulation, and enjoyment. Understanding the determinants of the purchaser's frame of mind, it was contended that this attitude has a direct and beneficial outcome on buyers' intentions to truly utilise the new technology or system (Hernandez and Mazzon, 2007; Jaruwachirathanakul and Fink, 2005; Bobbitt and Dabholkar, 2001). Al-Dwairi et al. (2019) stated that the more people open to experiment, the more they intend to use mobile banking. According to Pelling and White (2009),

attitude and SN are the significant predictors of intentions to engage in high-level social networking websites use intending to predict behaviour significantly. It also stated that the Self-identity, but not belongingness, significantly contributed to the prediction of intention and, unexpectedly, behaviour. Past behaviour also significantly predicted intention and behaviour. Self-identity and belongingness significantly predicted addictive tendencies toward SNWs. The study revealed that high-level SNW uses influenced by attitudinal, normative, and self-identity factors, findings that can be used to inform strategies that aim to modify young people's high levels of use or addictive tendencies for SNWs.

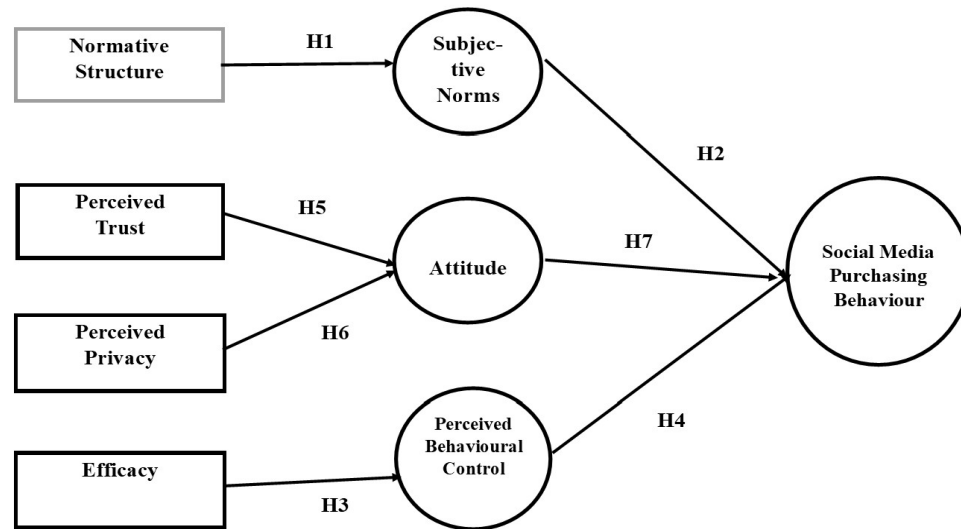
Based on the literature review, the following hypothesis formulated:

H7 Attitude towards purchasing through social media positively influence social media purchasing behaviour.

2. Research methodology

This research paper inspired and motivated by the TPB for measuring social media purchasing behaviour of respondents. The research is descriptive in nature and purchase intention through social media measured by three endogenous variables such as attitude towards social media, SNs, and perceived BC. PP and trustworthiness on social media act as antecedent variables that help to measure the attitude towards social media. The actual behaviour of using social media measured by behavioural intention. The underlying assumptions like randomness, independence, normality, and reliability to consider the data suitable for statistical estimation, verified by performing runs, Durbin-Watson statistic, univariate and multivariate normality tests and Cronbach alpha.

Figure 2 Theoretical model developed by TPB in social media context explain the effect of antecedents of social media purchasing behaviour



1.3 Designing a questionnaire and pre-testing

The survey conducted with the help of a structured questionnaire. The constructs of the questionnaire extracted from the previous model to ensure validity. The questionnaire separated into two sections; Section one includes general information about respondents including demographic variables, which social media use, does consumer purchase online, time spent by consumers on social media on every day and how do they purchase online such as website, mobile application, social media or any other way. The next part consists of the main body of the questionnaire. Items related to the adoption of social media extracted from the TPB taken from Ajzen (1991) such as SNs, attitude towards usage of social media for online purchase, and perceived BC. Attitude measured by consumer behavioural belief, which comprises trustworthiness and belief about the privacy on social networking, SNs, which determined by normative beliefs such as friends, relatives, colleagues, and family influence on their behaviour. Perceived control belief determined by self-efficacy. Total 40 items formulated from the standardised questionnaire extracted from George (2004) which composed into seven construct; attitude (four items), belief of privacy (five items), social media trustworthiness (six items), SNs (four items), NS (six items), perceived BC (five items), control structure-self-efficacy (five items) and OPB (five items). Respondents asked to rate the questions on a five-point scale where one stands for strongly disagree, and five stands for strongly agree. A few questions asked on a bipolar range from good to bad or pleasant to unpleasant, etc. The questionnaire sends to the respondents for pre-test from 15 July to 30 July 2018, online and posted on Facebook, LinkedIn, and WhatsApp groups. Out of 457 questionnaires received, 389 considered valid and taken for final analysis with an accurate rate of 84.7%. The survey has qualified. The reliability test, which measured with the help of the Cronbach α coefficient, is 0.924, as shown in Table 1.

1.4 Sample selection and data collection

The research design is descriptive, hence primary data collected through the survey and issued to the respondents who have good knowledge of used social media in Maharashtra. The survey posted on social networking pages of almost 50 Management College in Maharashtra, such as Facebook, LinkedIn, and WhatsApp groups of management students. The method of sampling is used here non-probability judgmental and snowball sampling. Number of respondents selected for the research based on the calculation (Calculating the Right Survey Sample Size – FluidSurveys, 2014) by taking 50% distribution, 95% confidence interval, a margin of error 5%.

$$\text{Sample size} = \frac{\text{Distribution of 50\%}}{\left(\frac{\text{Margin of error\%}}{\text{Confidence level score}} \right)^2}$$

1.5 Reliability test

Reliability measured with the help of Cronbach alpha (as can be seen from Table 1). The Cronbach α of this research and design is 0.924, which shows higher reliability of the questionnaire. It shows the appropriateness of the survey to measure the stated objectives.

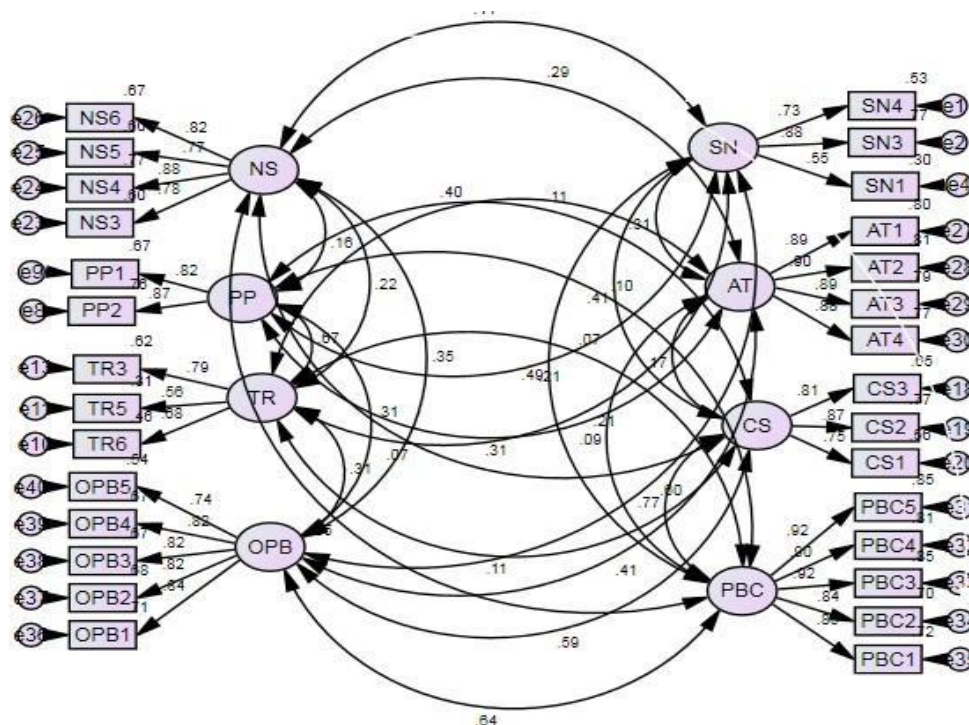
Table 1 Reliability statistics of questionnaire*Reliability statistics*

<i>Cronbach's alpha</i>	<i>Cronbach's alpha based on standardized items</i>	<i>N of items</i>
0.924	.923	40

2. Data analysis and interpretation

The data analyzed with the help of structural equation modelling (SEM) through AMOS 18.0 software. SEM comprises two models; measurement model and structural model. The measurement model is used to investigate the relationship between observed or manifest variables and latent variables, which further ensure that the factors identifications and their independence of each other and structural model identify the relationship among the latent variables. Out of 40 observed variables, 11 observed variables that indicate low loading removed to improve the model fit indexes. Hence, the final observed variables for the analysis in the model were 29.

Statistically, the model evaluated by comparing two variance/covariance matrices. A sample variance/covariance matrix is calculated based on observed data and compared with population variance/covariance matrix if both found identical, it means the model is said to be fit. A chi-square statistic computed to test the null hypothesis that the model does fit the data well. There is also various goodness of fit estimators designed to estimate how well the model provides the data.

**Figure 3** Measurement model (see online version for colors)

Source: Authors calculation

1.6 Measurement model

As per Fornell and Larcker (1981), to ensure the convergent validity, standardized factor loading should be more than 0.70, and the average variance extracted (AVE) should be more than 0.50. It is evident from Table 2 that both AVE and standardized factor loading more than the minimum limit; hence the data qualified the convergent validity test. The data has also established composite reliability, which is more than 0.70, which is more than what is essential, according to Fornell and Larcker (1981). Discriminant validity defines the extent to which each construct discriminates with each other. In other words, it is described as the latent variables explain the variance of its indicators

than the variance of other latent variables. To assess the discriminant validity, the square root of AVE should be higher than the squared correlation between constructs (Cooper and Zmud, 1990). All the diagonal constructs are showing more loading in comparison to off-diagonal items hence discriminant validity established.

Table 2 Standardized loading, average variance extracted and composite reliability of the data

<i>S</i>	<i>Construct Items</i>	<i>Standardized loadings</i>	<i>AVE</i>	<i>Composite reliability</i>
1	Attitude Buying products and services towards online from social media is a shopping Buying products and services media (ATT)	0.895	0.794	0.939
	Buying products and services from social media is an idea	0.889		
	Using social media for online shopping would be	0.878		
2	Control I would feel comfortable buying structure: things over the social media on self-efficacy my own	0.748	0.659	0.852
	(CS) If I wanted to, I could easily buy things over social media on my own	0.875		
	I would be able to buy things over social media, even if there was no one around to show me how to	0.807		
3	Normative Generally speaking, I want to do structure (NS) what my friends think I should	0.776	0.66	0.886

do					
Generally speaking, I want to do what my colleagues think I should do	0.879				
My parents would think that I should buy things over social media	0.772				
Generally speaking, I want to do what my classmates think I should do	0.819				
4 Online I likely to purchase products through social media	0.844	0.655	0.904		
behaviour I would consider purchasing the community	0.824				
I am likely to purchase the recommended product from the online community	0.819				
I would purchase products online after positive reviews on social media	0.818				
I would purchase products from social media because I trust it	0.736				
5	Perceived behavioural	I am capable of buying things over social media	0.846	0.784	0.948
	control (PBC)	Buying things on social media is entirely within my control	0.839		
		I have resources to buy things	0.921		

		over social media			
		I have the ability to buy things over social media	0.897		
		I have the knowledge to buy things on social media	0.921		
6	Perceived privacy (PP)	I am confident that the personal information shared by me on social media will be kept confidential	0.82	0.717	0.825
		I am comfortable with the amount of privacy I have when using social media	0.873		
7	Subjective norms (SN)	People who influence my behaviour would think that I should buy things over social media	0.546	0.533	0.767
		My friend's opinion matters to me when I buy things from social media	0.878		
		I usually buy things from social media after consulting with my family members	0.727		
8	Social	Putting trust on social media is	0.786	0.462	0.717

The model fitting process involves determining the goodness-of-fit between the hypothesized model and the sample data. The goodness of fit (GOF) indicates how well the specified model reproduces the observed covariance

matrix among the indicator items. In SEM analysis, various GOF indicators explained which evaluate the fitness of data. The consequences of the fitting indicators, CMIN/DF = 1.651, GFI = 0.876, AGFI = 0.842, NFI = 0.901, IFI = 0.959, CFI = 0.958, RMR = 0.059, RMSEA = 0.050,

P = 0.000, all meet the requirements except GFI, AGFI. Hence the sample data does not show a strong fit with the hypothesized model; therefore, the model is moderately fit.

Table 3 Factor matrix showing discriminant validity

	<i>AT</i>	<i>PP</i>	<i>NS</i>	<i>TR</i>	<i>OPB</i>	<i>PBC</i>	<i>CS</i>	<i>SN</i>
AT	0.891							
PP	0.313	0.847						
NS	0.287	0.258	0.789					
TR	0.399	0.366	0.221	0.892				
OPB	0.410	0.306	0.346	0.314	0.789			
PBC	0.090	0.098	0.050	0.066	0.635	0.745		
CS	0.172	0.108	0.074	0.107	0.595	0.266	0.658	
SN	0.313	0.213	0.443	0.211	0.598	0.289	0.211	0.625

1.7 Structural model

The structural model used to test the hypothesis, which specifies the relationships between dependent and independent variables. There are eight direct measured variables and 40 observed variables in this model. The model determines the influence of PP and Social media trustworthiness on attitude towards using social media for online shopping. The research is also investigating the impact of NS and control structure (CS) on SNs and perceived behavior control and, finally, the impact of SNs, attitude, and perceived BC on online purchase intention through social media. The result of the model fit represented in Table 4.

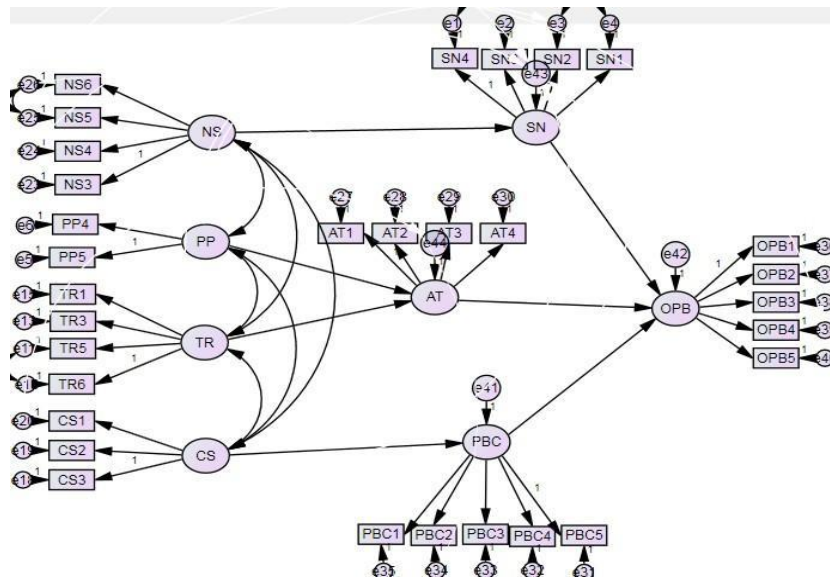


Figure 4 Structural model for hypothesis testing (see online version for colors)

Table 4 Structural model fit indexes

<i>Fit statistics</i>	<i>Recommended</i>	<i>Obtained</i>
Chi-square	-	662.093
DF	-	407
P	>0.05	0.000

CMIN/DF	<5	1.627
GFI	>0.90	0.968
AGFI	>0.90	0.950
CFI	>0.90	0.954
NFI	>0.90	0.989
TLI	>0.90	0.947
IFI	>0.90	0.954
RMSEA	<0.05	0.040

According to Table 4, it has indicated that online purchase intention through social media can predict through the TPB. All the model indicators reflect good fit as GFI, AGFI, CFI, NFI, TLI, IFI, and RMSEA are above the threshold limit of 0.90 each, and RMSEA is less than 0.05.

Table 5 Unstandardized regression weight

	<i>Estimate</i>	<i>SE</i>	<i>CR</i>	<i>P</i>
SN	←	NS	0.520	0.092
AT	←	PP	-0.134	0.105
AT	←	TR	0.595	0.127
PBC	←	CS	0.906	0.074
OPB	←	SN	0.309	0.062
OPB	←	AT	0.251	0.044
OPB	←	PBC	0.405	0.050

Note: ***This asterisk indicates the p value at 1% significance level.

Table 5 shows that there is a significant positive influence of NS on SNs at 5% significant level, and SNs have a significant positive impact on OPB at 1% significance level. There is no significant influence of PP on attitude (AT) towards using social media for online purchases. Therefore, it can say that PP is not a good predictor of the attitude of the consumer towards online purchases through social media. However, trust (TR) has a significant influence on attitude (AT) and attitude (AT) has a significant impact on OPB through social media. CS has a significant impact on perceived behavioral control (PBC), and PBC has a significant impact on OPB through social media.

3. Result summary

The result of the hypothesis testing is in Table 6.

Table 6 Summary of Hypothesis testing result

<i>Hypotheses</i>	<i>Estimates</i>	<i>CR</i>	<i>P</i>	<i>Accepted/not accepted</i>
H1 The normative structure about social networking purchasing has positive influences on the subjective norms of an individual toward social networking purchasing.	0.520	5.659	***	Accepted
H2 Social networking purchasing subjective norms has a positive influence on social media purchasing behaviour.	0.309	5.021	***	Accepted
H3 Beliefs about self-efficacy positively influence perceived behavioural control for undertaking social networking purchases.	0.906	12.244	***	Accepted
H4 Beliefs towards social networking about perceived behavioural control positively influence social media purchasing behaviour.	0.405	8.131	***	Accepted
H5 The trustworthiness of social networking sites has a positive effect on the attitude towards purchasing through social media	0.595	4.682	***	Accepted
H6 Belief about perceived privacy towards social networking sites has a negative effect on the attitude towards purchasing through social media	-0.134	-1.282	0.200	Not-accepted
H7 Attitude towards purchasing through social media positively influence social media purchasing behaviour.	0.251	5.686	***	Accepted

4. Discussion and conclusions

This research inspired by the TPB in determining the social media purchase behaviour of Indian consumers. The result of the study delineated with the previous reviews and findings aligned with the TBP model. However, out of seven paths, six paths found significant except the one which defines the belief of consumers towards PP, which shows an insignificant path. Since social networking sites usage increasing and many people using it for shopping purpose, so it is relevant to discuss and debate on the theories derives this kind of intention. TPB model is evaluated and still find valid in predicting OPB even the buying happens from social media. The study further discussed that the trust in social networking sites successfully determines the user attitude towards social media, but the belief on PP does not determine the user attitude. It means privacy does not play any role in shaping the attitude of users for social

media. These findings are similar to those affirmed in past studies. Similarly, however, the absence of a relationship between beliefs about privacy contradicts findings of such a link (Taylor and Todd, 1995; Zahara, 2002). Therefore, we can say that the trust on social networking sites is playing an essential role in shaping user attitude towards usage of social media for shopping, and if the right approach develops, it will help in determining the behaviour intention of users which will develop final purchase. There was a strong connection between trustworthiness and attitudes toward social commerce (Zahara, 2002; Ba and Pavlou, 2002). The study further explored the SN concerning social media and concluded that the use of social media for shopping is dependent on recommendations of their friends, family, peers and consult with them for taking a decision which further determine the normative belief which explain the influence of family members, friends, colleagues and person user behaviour. Hence concluded that people listen to their family members, friends, peers, etc. for developing favourable opinions concerning social media purchases. There was a stable relationship between NS and SNs (Bhattacharjee, 2000; Song and Zahedi, 2000). Also, there was a positive relationship between PBC and actual internet buying (Limayem et al., 2000). The study also discussed the self-efficacy and perceived BC that has a significant effect on behavioural intention. It means that the users having enough resources, capabilities and control on their behaviour will positively determine their social media behaviour and users would purchase through social media. There was a strong relationship between PBC and self-efficacy (Bhattacharjee, 2000). This research adding value to the existing body of knowledge in applying TPB in determining social media purchase behaviour of users while taking PP and trust in determining the attitude of users towards social networking sites. The research is also adding value in identifying and understanding the role of social networking sites playing in shaping a favourable attitude of the consumer towards purchasing products and services online as well as offline. By keeping in mind the findings of this research, organisations must know about their target market and the factors which drive them into a social media platform and utilise this platform for shopping-related activities. The research specifies that the “Indian businesses need to connect up their websites with social networking sites to drive sales and online revenues, and they furthermore need to pursue user behaviour patterns carefully in their marketing designs.” Social media is becoming the new online marketplaces; the research raises the reasons why customers are looking to Facebook, Instagram, and Twitter for their next online purchase. However, not all affiliations convinced of online social networking as a sales channel. As social networking sites continue to enable direct opportunities for brands to sell directly through online social networking channels, this helps companies to improve the shopping experience. Instagram, which is owned by Facebook, also recently modified its application by opening up the website to all advertisers with newer direct response advancement organises that encourage users to take activities on posts through the catches, for example, ‘shop now’, ‘introduce’ or ‘learn more’. Snapchat has likewise confirmed for development to reveal its very claim e-commerce stage, and Twitter has also tested a ‘buy now’ get on its feed. The present research is limited to share the views of the population resides in Maharashtra India only and the sampling unit took for this research were postgraduate students hence the finding cannot generalise. Due to time constraints the study limits to the small geographical area. The biggest challenge was to get a questionnaire filled on time but the speed was very low. The research can be further elaborated by adding some more variables in determining attitude such as reviews, comments, followers’ qualities, etc. It could further test the relevance of a NS dependent on different factors than the ones tested here. TPB may utilise to examine these changed models of notable convictions and influence others, to give extra bits of knowledge into how to actuate more buyers to make internet purchases

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