How Social Media users' Drive Influences Purchase Intention in Indian Fashion Industry

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Abstract: Social media is very popular media in glob for communication as well as transaction for millions of people. As social media is widely and effectively use for commercial, marketers have also emphasized on utilization of social media like YouTube, Facebook, Instagram, Blogs for promoting their products as well as services. However, instead of having wide utilization of social media for promotion, Indian marketers don't have concrete idea on users' attitudes towards SMM (social media marketing) and influence of social media advertisement. Moreover, few researches have been carried out in this regards. There is a gap of understanding on social media user's drive that affect their attitudes and intension of purchase of products in the sense of SMM and social media advertisement with special focus. The reason behind carrying out this research is to focus on influence of social media users' drive on the intentions of online purchase in the context of SMM in the fashion business of India. In addition, it examines affection of social media advertisement on online buying intension. Data was congregated from 414 respondents through convenience sampling from the major cities of Gujarat and defined premises were measured with multiple regression method. The outcomes revealed that functional drive, entertainment drive and social media use have significant influence on social media user's attitudes towards social media marketing. Further, results also revealed that there is influence of attitude towards SMM and social media advertisement on intension of online purchase by social media users. The results of the research study would be used by Industry in taking decisions regarding social media strategies. Markers in Industry would know attitude of users towards social media better and perform well as far as social media marketing is concern. Finally, theoretical and functional suggestions are also mentioned. The research study ends up with some shortcomings and direction for further study in discussed area.

Keywords: social media use, social media marketing (SMM), attitudes, functional drive, entertainment drive, social media advertisement

I. INTRODUCTION

Now a day, more and more people in India are using social media platform. They are not only using social media platform for social use but they also use it for commercial purpose. In such a circumstance, SMM (social media marketing) is used to attract users to create awareness, building brand, generate sales and enhance web traffic.

This includes providing brand and marketing information, getting requirement of potential consumers, keeping them engage, interpreting the output and publishing social media advertisement. Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat are popular social media platform recently. Now a day, marketers are using this platform in a variety of ways for getting clients. Finally,

Marketers use this media for reaching target group of customers using social media marketing.

Table 1 Top Social Networking Sites

Social Networking Site	Monthly Visits	Mobile Traffic Share	Desktop Traffic share
Facebook	1.6 Billion	99.25%	0.75%
YouTube	1.2 Billion	59.96%	40.04%
Quora	215.8 Million	98.89%	1.11%
Instagram	191.1 Million	99.02%	0.98%
Twitter	125.2 Million	97.81%	2.19%
Pinterest	49.8 Million	98.40%	1.60%
LinkedIn	29.9 Million	90.97%	9.03%

(Source:https://www.dreamgrow.com/top-10-social-networking-sites-market-share-of-visits)

Now a day, Indian people remain busy more in using social media (Windels et al., 2018). Further, we can opine that social media becomes important for people's daily routine.

In India, on an average users spend 17 hours per week in using social media platforms which is more than use in China and US. In India, internet users are normally using social media. In the year 2021, it is forecasted that social media users will increase from 351 million to 448 million. Among all social media vehicles, Facebook is strongest in India as far as usage point of view. India has largest Facebook user bases in world and in 2019, there were about 270 million Facebook users in India.

Due high time spent on social media by Indian people, marketers are also giving their attention in using this media as a marketing purpose.

Various kinds of advertisement like banner ads, brand pages and sponsored stories etc. are exposed to consumers (Luna-Nevarez & Torres, 2015). It has been observed that that social media marketing is gaining drive not just in advanced nations of the globe i.e. United State and Canada (Zhang & Mao, 2016) but also in Asian developing nations like India.

In literature review, gaps have been identified concerning the use of SMM in spite of its popularity in India. Primarily, the study on SMM is still in its foundational years with many inadequate and deviating findings (Duffett, 2015; Hamouda, 2018). Indian Marketers not still clear regarding effectiveness strategies regarding marketing with social media with respect to influence on social media users' attitude and their online purchase intension (Irshad, 2018; Zhang & Mao, 2016).

However, there is no sufficient consideration regarding the factors affecting consumers' online purchase intentions in social mediated marketing setup. (Bebber, Milan, De Toni, Eberle, & Slongo, 2017).

The lack of proper understanding regarding users' drive show main constraints for formulating effective marketing strategy (Parker & Wenyu, 2019). Literature studies on consumers' drives are not sufficient as far as marketing with social media is concerned (Irshad, 2018; Muralidharan & Men, 2015; Zhu & Chen, 2015).

Further, online purchase intension is essential dependent variable that reveal the worthiness of marketing with social media at various modes (Lee, Lee, & Yang, 2017). Even, there is no sufficient study on factors that influence consumers' online purchase intentions in social mediated marketing setup. (Bebber, Milan, De Toni, Eberle, & Slongo, 2017).

Here the present study focuses on all the above-mentioned research gaps and presents and tests a conceptual ideal of buying behavior in SMM setup by focusing on the fashion area in the region of Indian tertiary.

The research questions of the research are:

1. What is the impact of consumers' drives on attitudes towards SMM (Social Media Marketing)?
2. What is the impact of SM (Social Media) advertising on consumers' online purchase intentions?
3. What is the impact of attitude towards SMM (Social Media Marketing) on consumers' online purchase intentions?

II. REVIEW OF LITERATURE

Kaplan & Haenlein, 2010 define that social media is collection of online centered apps that are built based on philosophical and technological parameter of Web 2.0, which permit conceptualization and passing details generated by users. SM is a huge platform which covers number of different channels or vehicles like collaborative writing, content sharing communities, and commerce communities etc. (Biswas & Roy, 2014; Mangold & Faulds, 2009). Among different channels of social media, Facebook is ranked number one in the context of its users (Kohli, Suri, & Kapoor, 2015).

New approaches have been developed like social media marketing by combing internet and social media channels where users opine and influence new comers in this marketing set up. (Jara, Parra, & Skarmeta, 2014). Social Media has two kinds of promotion interaction i.e. interactive digital advertising and brand communities or pages. Hence in this study, SMM is similarly utilized along with advertising through social media.

Social media is becoming more and more popular now a day in consumer market, hence corporates are spending more and more amount of marketing spending on SM like spending on social media advertising in Asia-Pacific will reach $5.8 billion by 2019 (Forrester, 2015). Therefore, it becomes vital to understand consumer behavior in social media marketing environment (Hew, Lee, Ooi, & Lin, 2016).

Online purchases are the third most common activities after email and web surfing in the context of digital commerce

(Jamali, Samadi, & Marthandan, 2018). It is vital to comprehend shopper's intension towards internet purchasing because it forecasts consumer behavior and predicts their actual buying activities (Ariffin, Mohan, & Goh, 2018). Thus, Internet shopping intention is taken as the final outcome construct in the current research. The current research focuses on social media use, functional drive and entertainment drive as latent predictors of shopper's attitudes towards SMM and advertisement influence and internet shopping intentions as taken in consideration in following discussion.

Social Media Use:

Since last long period, Internet has become media of sharing data, thinking and views among each other by more and more number of users.

Social media users normally share their review of shopping and using products and services using social media network. Word of mouth electronically is flowed when users apply various apps online. Filho and Tan 2009 also mentioned that online based services enforce users to share detail online and work together.

Brand Attitude is highly influenced by mutual faith, transferring message, and one to one communication. Chen and colleagues, 2008 established a relationship among message interchange and brand attitude.

H1a: There is a significant positive impact of social media use on attitude of the users of SMM.

Functional Drive:

Functional value emphasizes on the product-centric thinking that assists the consumers in their decision making processes (Kumar & Kashyap, 2018). In today's competitive world, marketers need to provide necessary information about its selling to consumers because of consumer's need for information (Swani, Brown, & Milne, 2014). Users are seen to be very much apprehensive of detailed information, attributes and specifications of products, prices and updated information (Chiu, Wang, Fang, & Huang, 2014).

Liang, Ho, Li and Turban 2011 suggested that keeping in view the above fact, online marketers pass on product and service related information to users as well their advertisements attract users towards their online stores and full range of products are provided with detail information. Based on the above facts, it is assumed that easy and convenient access to product information through social media marketing can help the consumers in satisfying their informative needs as they can find detailed information about products, product variety and product prices etc. The information might be present either on social media brand pages or the social media advertisements which can also facilitate the consumers to find detailed information about the products by directing them to the brands' websites as already mentioned above.

Hence the above mentioned facts guide for formation of hypothesis given below:

H1b: There is a significant positive impact of functional drive on attitude of the consumers towards SMM.

Entertainment Drive:

Entertainment drive is known by different names like intrinsic drive and entertainment drive (Füller, 2006; Muntinga, Moorman, & Smit, 2011). Psychologically, consumers love the visual depiction/symbolism of things like different products and seeing outwardly engaging and appealing things create positive feelings (Zhu & Chen, 2015).

Entertaining content also is a measure element in strengthening the shopping intentions of users (Hsu & Lin, 2016). In the context of social

media marketing, variety of posts can be given to consumers in the form of aesthetically appealing product pictures and interesting stories that can target the hedonic needs of consumers and help them divert their attention from the problems of routine life. Hence it is assumed that if companies succeed in providing entertainment to the consumers by fulfilling their needs of enjoyment then it would help is developing positive attitude of the consumers towards social media marketing and would affect the online purchase intentions of consumers as well.

H1c: Entertainment Drive has a significant positive influence on attitudes of the users towards SMM.

Social Media Advertisement:

Attitude towards advertisement is a predilection to retort in a fortunate or uncomplimentary mode to a certain advertising stimulus throughout assured disclosure condition (Mackenzie et al., 1986; Burke and Edell, 1989; Biehal et al., 1992; and Wahid and Ahmed, 2011). Many of the past researches have focused on influences of attitudes toward advertising on product attitudes and purchase intentions (e.g., Kalwani and Silk, 1982; Gardner, 1985; Mackenzie et al., 1986; Ranjbarian et al., 2011; Wahid and Ahmed, 2011; and Christian et al., 2014).

H2a: Attitude towards advertisement has a significant positive influence on online purchase intention.

Attitudes toward marketing with social media:

Kotler and Keller (2006) define attitude as individual's positive and negative measurement, emotional feeling and final decision for some idea and object. Attitudes influence a mindset up of people lot, define their mental state of mind for likeness or dislikeness for products or services and impact people for buying or ignoring products or services.

Kotler and Keller established that behavior of consumers impacted by their attitude and guide them to behave in defined way for relative products or services.

If shoppers have positive attitude for product or service, he or she is more likely to buy the product. On another hand, if attitude is less or negative, he or she may avoid to use or buy the product or service (Chiou et al. 2008).

Ashraf, Thongpapanl and Auh (2014) studied on consumer's intention's for online shopping and found out that online shopping intension of consumers is highly influenced by attitude. Thus the following hypothesis can be framed:

H2b: Attitude towards marketing with social media has a significant positive influence on online purchase intention.

III. METHODOLOGY

Many fashion marketers use social media in India in broad way now a day (Godey et al., 2016).

In a country like India, consumers are becoming more sophisticated and information demanding and because of this their behavior is also changed. So it is now challenging task for fashion marketers to estimate user's behavior in this emerging new social media channel setup. Therefore, this research focuses on the fashion industry of India.

The present study has six constructs: social media use, functional drive, entertainment drive, consumers' attitude towards SMM, social media advertising influence and online purchase intentions. A structure questionnaire was used to collect the required data. Five point likert-scale was used in the research representing scale from strongly disagree to strongly agree. The items of functional drive and entertainment drive were adapted from Cheng, Blankson, Wang and Chen (2009). Items of social media use and attitude towards SMM were taken from Akar and Topcu (2011). Items measuring social media advertising influence were taken from the study of Kaushal and Kumar (2016). Items measuring purchase intentions were adapted from Duffett (2015).

Responses were taken from those users who use social media for commercial purpose and didn't take responses who were not using SM for shopping purpose. They were told in the questionnaire about what is SMM and were asked to response the questionnaires in the context of fashion marketers on social media in consideration. The first section comprised of items pertaining to measure the constructs in the model i.e. social media use, functional drive, entertainment drive, consumers' attitude towards SMM, social media advertising influence and online purchase intentions; whereas the second section of the questionnaire survey pertained to the demographic profiles of the respondents like gender, education, age, income, marital status, occupation and time spent on social media. The content validity of the instrument was tested by getting feedback from four marketing experts since the wording of many items in the questionnaire was modified in order to fit in the context of SMM. The experts suggested minor changes that were incorporated in the study and then final questionnaire was made by obtaining the consensus from all the experts.

For representation of data, we chose a greater sample size i.e. 414. Data were collected from main cities of state like Gujarat i.e. "Ahmedabad, Baroda, Surat, Rajkot, Mehsana, Kutch" through convenience sampling technique as these cities are characterized by high literacy rate and employment and presence of outlets of national and international brands.

Questionnaires were distributed in different educational institutions, shopping malls, banks, and offices. An online version of questionnaire was also developed to collect data from people residing in these cities. Online questionnaire was sent through Facebook, mail and what's up media. In order to make sure that the no one respondent answered the questionnaire twice, the online respondents were different. The online respondents were those who could not be contacted in the offline setting i.e. universities, banks and shopping malls etc. due to their availability issues at the time when questionnaires were distributed in the offline setting.

Besides this, in order to ensure more certainty, we asked a preliminary question from the online sample that either they had filled the same questionnaire in the offline setting. If they had filled the same questionnaire in the offline setting, then they had the option to quit the online survey. Hence, there was no duplication of respondents across our online and offline sources of data collection. They were also introduced by the term of SMM and were asked to response the questionnaires in the context of fashion marketers on social media in consideration. Out of

500 questionnaires, 472 questionnaires were returned back and out of which 414 questionnaires were usable for further analysis. The present study follows positivist epistemological research paradigm as hypothetical deductive approach and empirical testable theories are used to examine the influence of consumers' drives on the attitudinal and intension outcomes. The present study is based on quantitative research method as the study focused on testing the hypotheses and establishing the reliabilities and validities of measures. The study was correlational in nature as the study examined the salient relationships among consumers' drives, attitude and purchase intentions. Questionnaires were used as a tool of data collection. Convenience sampling was used to collect data from the respondents as it is a popular and viable sampling technique due to the constraints of time, speed and cost to obtain enough responses (Alam & Mohamed Sayuti, 2011).

IV RESULTS

A. INITIAL ANALYSIS

Prior to pursue the actual analysis, we checked the data for missing values and outliers. 190 questionnaires were filled online by the respondents and there was no issue of missing data in the online version of questionnaire as all fill up sections were marked compulsory. Thus, all 190 online questionnaires were usable as they were completely filled by the respondents.

As far as the offline version of questionnaire is concerned, 58 questionnaires were dropped from the analysis due to large number of missing responses. There were no outliers in our data set. So after discarding 58 questionnaires, total number of usable offline sample was 224. Hence adding the online and offline sample, total usable questionnaires were 414. In the next step, we checked the normality of our data by calculating skewness and kurtosis. The cut-off criteria of +2 and -2 for skewness and kurtosis was used to determine the normality of the data (George & Mallery, 2010). The skewness and kurtosis values for all scale items were between -2 and +2, indicating a reasonably normal distribution.

We then checked the multi-collinearity of the data by calculating tolerance level (TL) and VIF (variance inflation factor) for our independent variables (VIF). Value of TL should be greater than 0.2 (Grewal, Cote, & Baumgartner, 2004), whereas, the cut-off value for VIF is that it should be less than 10 (Hair, Black, Babin, & Anderson, 2010). The values of tolerance level for each independent variable was greater than 0.2 and the values of VIF for each independent variable was less than 10 indicating the absence of multi-collinearity in the data.

B. DEMOGRAPHICS

Table 2 Basic Demographic Aspects of the Respondents

Demographic Aspects		F	%
Gender	Male	166	40.10
	Female	248	59.90
Education	Up to Schooling	74	17.87
	Graduation	204	49.28
	Post-Graduation/Masters	89	21.50
	Ph.D.	24	5.80
	Other	23	5.56
Age	less than 18	49	11.84
	18-25	173	41.79
	26-33	100	24.15
	34-41	48	11.59
	42-49	32	7.73
	above 50	12	2.90
Marital Status	Married	165	39.86
	Unmarried	249	60.14
Occupation	Student	180	43.48
	Govt. Service	46	11.11
	Private Service	59	14.25
	Business	58	14.01
	Self Employed	25	6.04
	Housewife	33	7.97
	other	13	3.14
Monthly Income	up to 25000	251	60.63
	26000 to 50000	73	17.63
	51000 to 100000	48	11.59
	above 100000	42	10.14
Spending Time on Social Media	less than an hour	32	7.73
	1 to 3 hour	194	46.86
	4 to 6 hour	134	32.37
	more than 6 hour	54	13.04

The finding of basic aspects interpretation showed that the percentage of female participants was 60%, while the percentage of male respondents were 40%. Highest percentage of respondents (42%) fell in the age bracket of 18-25 years and secondly age group of 26-33 years (24%). With respect to qualification, majority of the respondents (49%) had Graduation degree followed by Master's degree (22%). In the category of income, 61% of respondents had earning up to 25,000 per month. Average amount of time spent by the highest % of participants (i.e. 47%) was 1-3 hours per day followed by 32% respondents spent time on social media for 4 to 6 hours.

C. DESCRIPTIVE ANALYSIS

In this section, various items representing specific constructs used in the study are examined to gain a primary understanding of the psychographic characteristics of the samples.

As these construct items were measured using five point likert scales, the means and standard deviations of these construct items were used to describe these characteristics. The SD is commonly used to measure the dispersion, or how the data is spread out about the mean. The distribution of responses is important to consider and the SD provides a valuable descriptive measure of this. In this study, the statistics of the means and SD of construct items demonstrate that data is not polarized.

D. ASSESSMENT OF DATA NORMALITY

It is requiring to check normality of data in statistical methods (Pallant, 2001; Tabacknich and Fidell, 2007). Symmetrical is prime parameter for normal data where majority of score frequency should be in middle and less distribution towards the both ends. Skewness and Kurtosis are used to examine normality of data (Tabacknich and Fidell, 2007).

Skewness and Kurtosis were tested to measure normality of data in this study and it was found that absolute values of both of them were below the rule of thumb, pointing the moderate symmetrical and proportional distribution of the data.

E. RELIABILITY OF THE SCALES

If variables are not reliable, researcher can't estimate valid implications from the study. Reliability degree measures correct and error free value of variables (Hair et al., 2003). Factor reliability can be measured by Cronbach's alpha. Generally accepted lower level for Cronbach's alpha is 0.60 (Hair et al., 2003). In this study, an alpha value of 0.7 was set as a cut-off point for the acceptance of the measure indicating good internal reliability of the constructs. Table 3 shows the calculation of Cronbach's alpha for each measure used in this study.

Table 3: Final calculation of Cronbach's alpha			
Sr. No.	Constructs	No. of Statements	Cronbach's Alpha
1	Social Media Use	3	0.733
2	Functional Drive	6	0.876
3	Entertainment Drive	5	0.781
4	Social Media Advertisement Influence	4	0.862
5	Attitudes toward marketing with social media	6	0.964
6	Intention to purchase	4	0.911

Analysis suitability is measured by evaluating the significance of Bartlett test of spherecity and at the same time sampling adequacy is measured through Kaiser-Meyer-Olkin (KMO) (Hair et al., 2008).

Table 4: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.883
Bartlett's Test of Sphericity	Approx. Chi-Square	11193.826
	df	378
	Sig.	0.000

In this research study, value of KMO is 0.883 so it can be concluded that data is fit for further analysis (Kaiser, 1970). Moreover, Bartlett's test of sphericity is significant at 0.000

levels with high correlation among existing variables (Hair et al., 2008). The results of the Bartlett test of sphericity (x2 = 11193.826 with df 378, p<=0.000) suggested that the correlation matrix is not an identity matrix, i.e. the items are inter-correlated.

F. MULTIPLE REGRESSION ANALYSIS

Regression study, a method utilized to discover the interrelationship among one regress variable (explained or predicted variable) and independent variable (explanatory or control variable). In multiple regressions, researcher do relate predicted variable to many predictor variables at a time without theoretical limit on numbers of predictor variables. The primary reason behind choosing the regression analysis was to estimate the variability of predicted variable due to its covariance with the predictor variables of the study.

In this research study, multicollinearity was evaluated. The correlations between variables and Variable inflation factor has been recommend < 0.8 and 10 respectively, to regulate multicollinearity issue (Liaw and Huang, 2003).

In this study, there is no multicollinearity problem existed, which were well below the recommended limit. Also, each VIFs was found in recommended limit. Hence, the measures were not violated conventions and to non-proper for further analysis.

Multiple Regression with propensity to Attitudes toward SMM as a regress variable

Table 5(A): Model Summary				
M	R Value	R Square Value	Adjusted R Square	Std. Error of the Estimate
1	0.635[a]	0.403	0.399	0.58956

a. Predictors: (Constant), SMU, ED, FD

Table 5(B): ANOVA					
Model	Sum of Squares	df	M S	F	Sig.
1 Regression	96.193	3	32.064	92.250	.000[b]
Residual	142.507	410	.348		
Total	238.700	413			

a. Dependent Variable: ATSM b. Predictors: (Constant), SMU, ED, FD

Table 5(C): Multiple Regression with propensity to Attitudes toward SMM as a dependent variable							
	USC		SC	t	Sig.	Collinearity Statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.072	0.150		7.149	.000		
SMU	0.231	0.043	0.255	5.408	.000	0.657	1.523
ED	0.246	0.042	0.272	5.870	.000	0.678	1.476
FD	0.242	0.045	0.252	5.428	.000	0.676	1.480

* p<0.01

For identifying interpreters of propensity to attitude towards marketing with social media, simultaneous multiple regression was conducted. From the table 5(C), it can be seen that out of total three factors which can be used for determining the influence on attitude towards SMM media,

all the 3 factors were found to be the significant with R-square = 0.403, F = 92.250, p <0.01. The significant factors were like social media use (SMU), functional drive (FD) and entertainment drive (ED). From the significant factors, all the three factors had positive relationship with ATSM.

Among them, the foremost influential factor towards attitude towards SMM was entertainment drive (ED) with highest standardized beta (beta value = 0.246) which was tailed by the other significant factors with the order of their beta value viz. functional drive (FD) (beta value =0.242) and social media use (SMU) (beta value =0.231).

Multiple Regression with propensity to intension to purchase as a dependent variable:

Table 6(A): Model Summary

Model	R value	R Square value	Adjusted R Square	Std. Error of the Estimate
1	0.672ª	0.451	0.448	0.54740

a. Predictors: (Constant), SMA ATSM.

Table 6(B): ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.147	2	50.574	168.778	0.000ᵇ
	Residual	123.155	411	0.300		
	Total	224.302	413			

a. Dependent Variable: IP b. Predictors: (Constant), ATSM, SMA.

Table 6(C): Multiple Regression with propensity to intension to purchase as a DV

Model		USC		SC			Collinearity. Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0.678	0.141		4.820	0.000		
	ATSM	0.385	0.040	0.398	9.554	0.000	0.771	1.297
	SMA	0.351	0.038	0.383	9.212	0.000	0.771	1.297

* p<0.01

For identifying the interpreters of propensity to intension to purchase, concurrent multiple regression was done. From the table 6(C), it can be observed that out of total two factors which can be used for determining the influence on intension to purchase, all the two factors were found to be the significant with R-square = 0.451, F = 168.778, p< 0.01. The significant factors were like ATSM and Social Media Advertisement impact (SMA). From the significant factors, all the two factors had positive relationship with the intension to purchase.

Among them, the foremost influential factor towards intension to purchase was attitude towards marketing with social media with highest standardized beta (beta value =0.385) which was followed by the other significant factor viz. social media advertisement influence (beta value =0.351).

G. RESEARCH MODEL
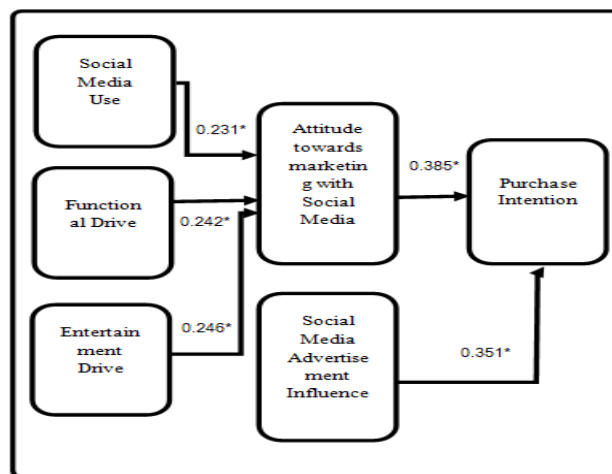
Note: p<.001

Table 7 Hypotheses Testing

Hypotheses	Hypothesized Relationship	Decision
H1a	SMU – ATSM	Accepted
H1b	FD – ATSM	Accepted
H1c	ED – ATSM	Accepted
H2a	SMA – PI	Accepted
H2b	ATSM – PI	Accepted

Note: SMU = Social Media Use, FD = Functional Drive, ED = Entertainment Drive, SMA = Social Media Advertisement, ATSM = Attitudes toward marketing with social media, PI = Purchase Intention

V DISCUSSION

The output of the research revealed that social media use has a strong relationship between social media users' attitude towards SMM (social media marketing). It is also determining that users having regular use of this media like YouTube, Facebook, and blogs have a strong and positive attitude towards SMM (social media marketing).

The output also revealed that functional drive has a strong impact on users' attitude towards SMM (social media marketing). This finding suggests that brand pages having good informative content play an important role for fashion retailers as it effectively impact on users' attitudes towards SMM. This finding is supported by previous studies on e-commerce websites and purchases of in-app mobile applications (Gao & Koufaris,2006; Hsu & Lin ,2016).

In addition, the outcomes of the research also revealed that entertainment drive has a strong impact on users' attitude towards SMM which is consistent with past studies on advertising in general (Kotler & Armstrong, 2014). The outcome also showed that social media advertising also impact online purchase intensions of social media users. The results also proved that attitude towards SMM has a positive impact on the online purchase intentions of consumers that is also in line with past researches in the direction of internet buying (Ashraf et al., 2014).

VI . IMPLICATIONS

The objective of the present research was to evaluate drive that have an effect on users' attitude towards SMM and online purchase intentions. Social media has a vital role in explaining the technological revolution around the world.

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The technological advancements brought by social media have removed the geographical and time constraints and people can communicate with each other at any time of the day. Marketers have also started to promote their products through SMM because of high reach of social media but a key challenge faced by the marketers is determining consumers' attitudinal and intensional responses towards SMM. Thus, this study is helpful in evaluating the different factors that affect consumers' attitudinal and intensional outcomes in the context of SMM in the fashion business in India. The study established the direct link of social media users' drive with online purchase intentions. The study has not just focused on functional and entertainment drives but it has also added another drive i.e. use of social media. Besides this, it also tested the impact of social media advertisement with online intension to purchase and established relationship with both.

The outcomes of the research show that our research model is normally conceivable to explicate the role of user' drives with respect to users' attitudes towards SMM and online buying intentions. As SMM is mainly accepted by the attitude of users', this study contributes in many academics and managerial research area for improving users' attitude towards SMM.

Results reveal suggest that encompasses elements of functional, entertainment, and social media use lead towards favorable users' attitude towards SMM. Among the three independent variables, social media use has the strongest positive influence on users' attitudes towards SMM. Secondly functional drive also has a strong positive influence on users' attitude towards social media. Therefore, marketers are advised to provide timely and relevant detail to consumers for gratifying the information seeking motive of consumers. The updated and detailed information would help the marketers in attracting the large chunk of consumers towards social media brand pages and advertisements. Marketers also need to take into consideration the entertainment needs of consumers as entertainment drives also plays an important part in affecting users' attitude towards SMM. This can be done by providing entertaining content to the consumers by giving visually appealing pictures of products. Appearance related features should be given due attention by using high quality graphics, audio and visual elements, fonts and background music etc.

An interesting finding of the present research suggests that social media advertisement has a relevant impact on consumers' intension for online purchase. This implies that marketers should focus on social media advertising also. This would not just peruse and convince consumers for the desired products but would also help the marketers in spreading positive word of mouth about the products.

Finally, since users' attitude towards SMM acts as a significant factor influencing the relationship between drives and online purchase intentions, therefore, online business houses should always work for improving positive influence of users' attitudes towards SMM.

VII. CONCLUSION AND FUTURE SCOPE

This study find outs the How social media users' online drive influences attitudes towards marketing with social media. The study also contributes to the existing literature on the impact of social media users' online drive on attitude towards social media marketing and intention to use. Social media users' online drive consists of three elements, viz., social media use, functional drive and entertainment drive. It is also revealed from the study that purchase intension is influenced by attitude towards marketing with social media and social media advertisement. The results of the study are statistically significant. Finally, industry can use drivers of social media marketing to attract, retain and sustain users for its products and service. This study has some shortcomings that can be taken care in further study. In this study, it is difficult to incorporate changes in consumer's attitude due to change in time. Hence, it is necessary to conduct longitudinal design to be more precise in results. Further, this research only focus on one industry only i.e. fashion, consumers may behave differently as change in products and circumstances. Thus, it is scope for marketers and researchers to study on same drive for different industries like electronics, airlines and tourism etc. The present study has considered only three drives in the research model. Further research can be carried out by adding more relevant drives. Moreover, research can be done by focusing on in depth knowledge about needs and motives of users' with SMM.

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