Majors: (MKT)

Major/No. (M12)

Exploring the Effectiveness of social media marketing on purchase intention in Twin Cities smartwatch market

By:

(Syed Muhammad Sadiquain) *(01-321222-044)*

Supervisor:

(Firdous Ahmed Shehri)

Department of Business Studies

Bahria University Islamabad

Fall-2023

(Appendix-A2)

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date: 29/01/2024.

Topic of Research: (Exploring the Effectiveness of social media marketing on purchase intention in Twin Cities smartwatch market)

Names of Student(s): Enroll # 01-321222-044

- Syed Muhammad Sadiquain

Class: (MBA/1.5 years weekend)

Approved by:

_____

(Firdous Ahmed Shehri)

Supervisor

_____

(Rabia Umer)

Internal Examiner

_____

(Mehreen Fatima)

External Examiner

_____

Dr.Syed Haider Ali Shah

Research Coordinator

_____

Dr.Khalil Ullah Mohammad

Head of Department

Business Studies

Acknowledgment

Allah is deserving of praise and gratitude since He is the limitless source of kindness and compassion. The number of good things he has done for us in this life is enormous. May His Prophet be showered with blessings and peace. My deepest gratitude goes to everyone who stood with me at this crucial time. Above all else, I want to thank my loved ones from the bottom of my heart. My parents, siblings, and instructors were always proud of me and my achievements, and they were very patient and understanding when I prioritized schoolwork and research over spending time with my family. This study effort would not have been possible without their constant encouragement and concern. I would like to express my deepest appreciation to my mentor, Mr. Firdous Ahmed Shehri, for the wise academic counsel and fresh viewpoint he provided. Most importantly, I respect him for the high expectations he placed on me, which encouraged me to work harder to achieve my goals. I was motivated to give it my all because of his constant support.

Abstract

Customers now have higher standards for freshly released items due to the cutthroat nature of the modern technology business and its quick growth. Wearable technology, and smartwatches in particular, are a rapidly growing industry in the IT industry. People may choose from a lot of different smartwatches, but what makes them choose one over another? Examining the impact of social media marketing on the intention to acquire smartwatches in the Twin Cities area was the main objective of this research. There was a dependent variable (intention to buy) and four independent factors (usefulness, ease of use, perceived control over behavior, and perceived risk factor). To test assumptions, the research created a conceptual model of social media use when purchasing smartwatches. A total of 250 people from the cities of Islamabad and Rawalpindi were polled using questionnaires. To put the theories to the test, researchers used quantitative analytic methodologies and structured surveys. The effects of social media advertising on Twin Cities consumers' propensity to make a purchase are explored in this research. Using social media to make a purchase has a substantial impact on the intention to buy, according to the data, lending credence to the idea that people are using social media to buy smart watches. Consistent with previous findings, this study finds that users' attitudes towards smartwatch use are the strongest predictors of future smartwatch purchases. Of the criteria that were shown to have an effect on purchase intention, the ones that were deemed most significant were perceived usefulness, perceived ease of use, perceived behavior control, and perceived risk factor. Curiously, contrary to other studies, this one failed to find that subjective standards significantly impacted purchase intent. However, elements influencing intent to buy were found to include perceived usefulness, perceived ease of use, perceived behavior control, and perceived risk factor. Along with several theoretical and managerial implications, these study results also pave the way for possible future research possibilities.

Keywords: Perceived Usefulness, Perceived Ease of Use, Perceived Behavior Control and Perceived Risk Factor

Contents

Acknowledgment **2**

Abstract **3**

Chapter 1 ..... **7**

Introduction **7**

1.1 Introduction 7

1.2 Background 9

1.3 Research Gap 11

1.4 Problem Statement 13

1.6 Research Questions 13

1.7 Research Objectives 14

1.8 Significance of The Research 14

1.9 Contribution of Study **14**

Chapter 2 ..... **16**

Literature Review **16**

2.1 Introduction 16

2.2 Social Media Marketing Activities 18

2.3 social media and Purchase Intension Towards Buying Smart Watches 19

2.4 Smart Watches on the Pakistani Market 21

2.5 Perceived Usefulness 22

2.6 Perceived Ease of Use 24

2.7 Perceived Behavior Control 26

2.8 Perceived Risk Factor 28

2.10.1 Theory of Planned Behavior 32

2.11 Research Framework 33

Chapter 3 ..... **34**

Research Methodology **34**

Introduction 34

3.1 Research Approach 34

3.3 Research Strategy 34

3.4 Research Instrument 35

3.5 Unit of Analysis 35

3.6 Population 35

3.8 Sampling Technique 35
3.9 Data Collection Procedure 36
3.10 Data Analysis Techniques 36
Chapter 4 ..... **37**
Result & Analysis **37**
4.1 introduction 37
4.2 Demographic Description 37
Table No. 1 37
4.3 Reliability Test 38
Table 2 Cronbach's Alpha 38
4.4 Correlation Analysis 39
Table 3 39
4.5 Regression Analysis 41
Table 4 41
4.6 Anova 41
Table 5 41
4.7 Coefficient 42
Table 6 42
4.9 Results 43
H1: Perceived Ease of Use as an independent variable has a significant impact on purchase intention. 43
H2: Perceived Usefulness as an independent variable has a significant impact on purchase intention. 43
H3: Perceived Behavior Control as an independent variable has a significant impact on purchase intention. 44
H4: Perceived Risk Factor as an independent variable has a significant impact on purchase intention. 44
Table 10 45
Chapter 5 ..... **46**
Discussion, Conclusion & Recommendations **46**
Overview 46
5.1 Discussion 46
5.2 Conclusion 47
5.3 Recommendations and future research 48

5.5 Limitations 49
References **50**
Questionnaire **57**

Chapter 1

Introduction

1.1 Introduction

A major motivating reason in the adoption of this sales strategy by brick-and-mortar retailers is the vast prospects offered by Internet sales. To advertise their wares, many companies now use the internet (Mandy, 2021). The usual fare of these wares includes anything from apparel to technology to meals and watches (Anderson, 2022). Stores selling construction supplies, for example, are increasingly advertising on social media to reach a larger audience, increase sales, supplement traditional marketing methods, and solidify their position in the neighbourhood (Stella, 2022). Implementing a social media strategy streamlines retail marketing and plays a significant role in the promotional process. Media ads' allure may increase consumers' propensity to buy advertised goods (Akhtar et al., 2020). As Ronald (2020) points out, ads inside social media apps are designed to attract users to certain goods and services. To determine each user's interests, likes, and habits, these platforms use a complex algorithm. This has a double-whammy effect: it boosts vendors' marketing efforts and influences customers' propensity to buy. As Voramontri and Klieb (2018) point out, targeted social media ads provide evidence of this.

According to Brandon (2020), social media has a substantial effect on customers' attitudes towards purchasing as well as their intents to purchase. Because of their unique advertising strategies, innovative purchase ideas stand out. Customers' decision-making processes are greatly impacted by the direct engagement that social media platforms provide, as pointed out by Leibovitz & Robinson (2021). One of the most important and rapidly expanding tools in modern advertising is social media (Natalia, 2020). These days, it would be hard to run a company without advertising on social media. A plethora of smartwatch-specific platforms actively engages consumers while highlighting industry-supported sustainability efforts (Kavkaz, 2022). Creating marketing possibilities and getting the word out about all of these things to the people who matter most, is a struggle for these platforms. The smartwatch industry is highly dependent on the ability to understand and execute advertising strategies (Dupree, 2020). Alternatively, in a different situation, there has been a 32% increase in the penetration of changing consumer behavior, namely the spike in wristwatch uses and communication activities. More than that, social media has become an increasingly important investment for corporations (Conner, 2021). An innovative buying idea has emerged, which helps to predict where the global smartwatch industry will go

from here. To yet, there has been a paucity of comprehensive research on the impact of social media on consumers' propensity to make a purchase, especially about smartwatches.

In 2020, social media had 3.6 billion users across all platforms, changing the way people interact and communicate with one another (Ebrahim, 2020; Statista, 2021). According to Lim et al. (2020), businesses may greatly increase their exposure and consumer engagement by establishing a presence via virtual entertainment. In the last ten years, internet entertainment has grown rapidly, becoming an important social force, and become the primary means of communicating across borders, bringing people together, and spreading news (Lim et al., 2020). Online entertainment has opened new avenues for businesses and organizations to interact with customers and meet their demands and habits. Online entertainment platforms undergo constant evolution because of technology breakthroughs. This includes both technological improvements, such as the addition of new features and services, and changes in user and consumer behavior. According to Appel et al. (2019), companies need to be flexible and take advantage of the chances that virtual entertainment offers to thrive in this ever-changing market.

The many understandings of social media are based on the views of its users. Appel et al. (2019) offer a practical definition of social media as software solutions that provide users with a digital environment. This digital environment is often observed in websites and applications. Appel et al. (2019) offer a more realistic view of social media for marketers, describing it as a digital marketing channel that allows consumers to connect with ads. In addition, the purpose of social media platforms is to enable users to engage in conversation, work together, and share material (Kim et al., 2021).

Companies may greatly benefit from social media in terms of increasing client interaction before, during, and after a transaction. Aaker (2010) defines brand equity as "a set of assets and liabilities linked to a brand, its name, and symbol, contributing to or detracting from the value provided by a product or service to a firm and/or its customers." It also works to enhance brand equity. According to Smith (2016), social media is the most important and potentially useful medium for building brand equity in today's market. The original concept of brand equity was developed 30 years ago in a marketing environment that did not include social media; nevertheless, the introduction of these platforms has significantly altered the present-day business environment (Smith, 2016). Today, according to Smith (2016), one way to enhance brand equity is to increase

value for consumers and the company itself by making the most of a brand's online presence, especially its social media presence. Brand loyalty is an important part of brand equity, according to Aaker (2019). Because of all the moving parts in Internet marketing, Ebrahim (2020) posits that consumers' attitudes toward brands change when they shop online compared to when they shop in physical stores.

1.2 Background

The traditional path of smartwatch purchase intent has entered the digital sphere (Adu-Akwaboa, 2022). At this same moment, globalization has caused a dramatic shift in the smartwatch market. Keeping up with the competition now requires sales and awareness activities that are centered on social media (Jillian, 2021). Experts in advertising have begun to utilize social media to create ads that promote smartwatch brands in the hopes that consumers will spread the word and buy more of these devices (Dickey and Lewis, 2020). Additionally, there has been a substantial increase in the worldwide visibility of smartwatch companies on social media channels, according to Clif and Avante's (2019) study. Smartwatches with fashionable features will likely remain popular for some time, according to Kemp (2020). The impact of the Internet revolution on data collecting, communication strategies, and worldwide company operations is emphasized by Karman (2019). As a result, Curras-Perez (2018) stresses that the last 20 years have seen a dramatic rise in social media, which has caused a shift in marketing communication and created new avenues for engagement between consumers and companies.

Thanks to social media platforms, companies and consumers may easily collaborate on content production and sharing, as well as information exchange and product recommendations (Kambui and Muda, 2017). The way people connect and share information has changed drastically due to the rise of social media. One of the most rapidly expanding areas of worldwide network technology is social media, as pointed out by Ershad and Aghajani (2017). Because of this interconnection, the globe has become a global community where people mostly communicate with each other via various types of social media. Dibba et al. (2019) highlights the ubiquitous importance of social media in everyone's everyday lives and its significant effect in this age. I completely agree with Islam et al. (2021) when they say that cell phones have changed the way people use social media, particularly when it comes to buying things. By capitalizing on the dynamic nature of social media

platforms like Instagram, Facebook, Twitter, and WeChat, billions of people can purchase and sell goods online.

Not only does social media link people all over the world, but it also heavily influences how buyers make purchases. According to Barger et al. (2016), consumer tastes have drastically shifted since social media strongly suggests things to its members. This impact is most noticeable when pandemics are in full swing. Blose et al. (2020) expanded on these findings by analyzing several research that identify internal and external variables. Their research shows that social media has a significant effect on online advertising. Advertising on social media has a substantial effect on consumers' propensity to make a purchase, according to Suprapti et al. (2019). The impact of social media advertising on consumers' desire to buy extends to smartwatches and other items. Customers' perceptions are quite important, especially when it comes to the way Instagram ads greatly impact their choices (Lovato, 2020). Customers rely on information that is readily accessible, mostly via social media platforms, to make purchase choices (Akhtar et al., 2016). Customers may get a wealth of information about products on social media, which is seen as a proactive marketing strategy (Norman, 2020). One of the main reasons for the dramatic increase in internet use is the proliferation of different gadgets and social media. Social media's meteoric rise and the introduction of new technologies like Android phones and faster internet have ushered in a new age of advertising (Kulkarni, 2021).

Many factors go into deciding to buy anything. Many factors, including price, reliability, style, technology, and social acceptance, go into a person's choice to purchase a car. What Bhalla et al. (2018) say is true. According to the research, people's infatuation with technology and environmental concerns are the two main factors that impact their impression of buying smartwatches. Possible roadblocks to adoption may also be attributed to issues with price, brand, trust, technology, design, and societal acceptability (Schema, 2022). Customers' spending habits are significantly impacted by social media, according to Mazeed and Koumala (2018). Numerous elements, including those of a social, personal, economic, cultural, demographic, and psychological nature, significantly impact consumers' propensity to make a purchase. The influence of marketing concepts like digital marketing, social media marketing, and internet marketing on customer behavior and, by extension, their purchase choices, is substantial (Alexis, 2020).

There is a lack of research on the impact of online entertainment on smartwatch purchase intentions (Keller, 2016). Companies place a high value on customer-brand partnerships since consumers' decision-making is impacted by suggestions made by other consumers while using the Internet for leisure (Stojanovic et al., 2018; Chan, 2019). According to Stojanovic et al. (2018), companies have recently realized how important it is to know how people perceive their brands when they communicate with virtual entertainment. So far, studies have looked into many facets of online entertainment communications, such as how it affects indicators of purchase intent, how it influences innovative strategies in online entertainment advertising, how it affects purchase intent, how it affects customer interaction, and how it affects the foundation of online entertainment communication (Redgums and Cicek, 2020).

Despite the differences and diversity among real-life communities when it comes to purchasing products, the essence of social media remains the same: to facilitate shared experiences, offer social support, and satisfy individuals' need for self-identification (Seo and Park, 2018). On the other hand, social media is distinct from offline communities in terms of its technological expressions and reliance on computers. According to Chen and Lin (2019), brands often create unique communities called "brand communities." These communities are developed via interactions among customers of a particular brand and are not limited by geographical boundaries. Members of these brand communities form distinct identities via the establishment of common norms, practices, and lore. In these communities, people share what they know about items, learn from each other, and respect one another's ideas and deeds. As a result, when people become part of a brand community, they discover a shared experience via the brand, which brings them together (Arora and Sanni, 2019). The social media features of smartwatches are quite valuable because they provide prospective buyers with pertinent brand information and allow them to connect, which in turn creates a feeling of belonging. Customers are more likely to stick with a brand if they are happy with the company's social network.

1.3 Research Gap

While existing literature has shed light on the impact of social media marketing on purchase intention. in the context of smartwatches, several notable research gaps persist, necessitating further exploration and investigation. Its substantial growth since its inception has profoundly

impacted both marketing strategies and consumer purchasing intensions (Farjad, 2022). The significance of social media marketing lies in its ability to enable smartwatch companies to directly engage with their customer base, establish a robust brand presence, and ultimately boost sales. The smartwatch market demonstrates robust growth, emerging as one of the fastest-growing consumer sectors, driven by both customer demand and industry innovations (Markus, 2021). This notable growth is primarily propelled by a generational shift, as younger consumers enter the market. Simultaneously, this shift is reinforced by the persistent influences of social media, globalization, and e-commerce, all of which have a lasting impact on consumer buying behaviours, especially in the beauty products sector (Statista, 2020). Delve deeper into the psychological and emotional aspects of the consumer decision-making process when considering a smartwatch purchase through social media marketing. Understand the role of social influence, trust, and brand image in shaping consumer choices. The exponential rise of marketing endeavors promoting the purchase of smartwatches on social media platforms has garnered significant buying interest, aiming to unravel the driving forces behind the use of social media (Chen and Lin, 2019). Thus, this research seeks to scrutinize the determinants impacting consumers' inclination to buy within the sphere of social media marketing activities. Present-day purchasers of smartwatches actively engage in online transactions, presenting marketers with valuable insights into both cultural inclinations and marketing trends (Brown, Broderick, and Lee, 2018). To grasp the mindset of consumers who are inclined to acquire a smartwatch, comprehending their decision-making process remains crucial. The proliferation of social media has fostered heightened awareness regarding evolving landscapes, thereby elevating the significance of social media marketing in the realm of digital marketing strategies. Addressing these research gaps will contribute to a more comprehensive understanding of the dynamics between social media marketing and purchase intensions in the context of smartwatches, providing valuable insights for marketers and researchers alike.

The smartwatch market is depicted as experiencing significant growth, driven by both consumer demand and industry innovations. The mention of a generational shift highlights the changing demographics and preferences of consumers. The text also points out the influence of social media, globalization, and e-commerce on consumer buying behavior, stressing the need for marketers to adapt their strategies to these evolving trends. It identifies research gaps in the existing literature, emphasizing the need for further exploration into the dynamics between social media marketing and purchase intentions in the smartwatch sector. Addressing these gaps is positioned as

contributing to a more comprehensive understanding of the relationship between social media marketing activities and consumer behaviour. This knowledge is deemed valuable for both marketers and researchers in refining their strategies.

1.4 Problem Statement

The research problem addressed in this study is the limited understanding of the social aspects that influence consumers' intentions to purchase smartwatches, with a specific focus on the attitudes of Pakistani consumers towards online platforms for smartwatch purchases. The study aims to investigate the impact of social media marketing on purchase intentions within the Twin Cities' smartwatch market. Despite the widespread use of social media platforms and the growing interest in their role in consumer behaviour, there is a scarcity of comprehensive research linking social media marketing to customer purchase intentions for smartwatches. The current research landscape primarily explores the effects of social media on brand perception and emotional attachment, rather than delving into the intricate connection between social media marketing activities and the decision-making process leading to the purchase of smartwatches. The smartwatch industry, characterized by intense competition and a focus on brand establishment, stands out as a fiercely branded sector in the global market. Brands operating within the online smartwatch platform strive to create enduring purchase intentions.

This study seeks to fill the existing research gap by concentrating on assessing the efficacy of social media marketing in shaping purchase intentions within the smartwatch market of the Twin Cities. Additionally, it aims to explore potential correlations between social media marketing activities and the imperative for smartwatch companies to create a significant impact on existing customers, considering the higher costs associated with attracting new customers compared to maintaining existing perceptions. The research problem is significant not only for academics but also for marketers in the smartwatch industry, providing valuable insights into how social media marketing influences consumers' intentions to purchase smartwatches in a highly competitive and rapidly evolving market.

1.6 Research Questions

1. Is there a relationship between perceived usefulness and intent to buy?
2. When it comes to intent to buy, how does perceived ease of use factor in?

3. When it comes to intent to buy, how does perceived behavior control factor in?
4. How does a person's perception of risk affect their intent to buy?

1.7 Research Objectives

5. To determine the effect of perceived usefulness on intent to buy.
6. The goal is to determine how perceived ease of use affects intent to buy.
7. To determine how perceived behaviour control affects the intention to buy.
8. Identify the effect of perceived risk factors on intent to buy.

1.8 Significance of The Research

It is critical to investigate the impact of social media marketing on the intention to buy smartwatches in the Twin Cities market. In recent years, social media has grown in importance as a factor impacting consumers' decisions to buy. According to studies, the efficacy of social media has a substantial impact on consumers' intentions to buy. Furthermore, when confronted with vulnerabilities caused by negative shocks, social media assists users in making educated judgments about smartwatch purchases. Studying the relationship between social media use and wristwatch sales is crucial for understanding how to stimulate buying behavior in the capital city of the Pakistani population via technology and policy. Many people in Pakistan informally buy smart watches. Influencing well-informed judgments in this area is where social media shines. In addition, social media may greatly influence purchasing choices for these wealthy populations. In Islamabad, there seems to be a favorable association between social media networking and smartwatch purchase behavior, according to observational data from several research sources. This proves that social media has an impact on market trends in addition to driving demand. Students, office professionals, and athletes looking for trustworthy places to buy smartwatches may all benefit from this study.

1.9 Contribution of Study

Within the Twin Cities "smartwatch market," this research seeks to examine the effect of social media marketing on purchase intentions. In particular, it delves into the ways social media affects market dynamics, increases product service awareness, and molds consumer views of social media-based purchasing behaviors. This study aims to examine the efficacy of social media marketing, which has aroused a great deal of interest in smartwatches among consumers. More importantly for online wristwatch purchases, this study is very relevant and valuable due to the

rapid technical improvements promoted by social media. Social media is improving and becoming more relevant to people's intent to purchase as its popularity keeps skyrocketing.

Chapter 2

Literature Review

2.1 Introduction

By "social media," we mean the many online venues where people may share and discuss ideas, news, photos, videos, and other types of visual and written information (Turban et al., 2019). The significance of social media has grown in the modern digital era as a result of technical developments. It facilitates extensive engagement without the need for actual encounters by allowing many users to readily communicate material and varied information with both the general public and intimate friends (Gruzd et al., 2021). A new perspective has emerged among modern consumers on the social media environment, particularly as it pertains to commercial enterprises. Active consumption by consumers has been ushered in by the development of social media and the proliferation of internet shopping. According to Leggat (2020), social media platforms are increasingly seen as service mediums that allow users to keep informed with platform content via real-time participation. Google has modified its search algorithm to provide consumers with more recent material, acknowledging its significance (Freidman, 2019). Nearly half of all Twitter and Facebook users talk about products and share their experiences after interacting with companies on social media, according to infographics (Jackson, 2021).

Research in the field of social media has shown time and time again that it helps customers have easier and more streamlined purchasing experiences. According to Lu and Hsiao (2018), these online communities and platforms serve as one-of-a-kind web technologies that encourage communication and the sharing of useful information among targeted audiences. As a result, marketers may utilize social media as a tool to plan strategies and turn users into prospective consumers. Social media makes it easy for customers to find what they're looking for. Dahnil et al. (2018) and Hennig-Thurau et al. (2021) both agree that social media has grown in importance as a critical communication tool for businesses and their consumers. According to Mueller et al. (2022), social media platforms have transformed into hubs for online shopping, allowing users to engage virtually and make instantaneous social relationships.

Companies may increase consumer involvement and reach a much wider audience by creating a social media presence (Lim et al., 2020). The meteoric rise of social media in the last decade has made it a cultural touchstone, serving as the principal conduit for the dissemination of knowledge and the establishment of worldwide connections (Lim et al., 2020). As a result, it has opened doors for businesses and organizations to manage client behaviors and demands in new ways. To take advantage of the social media business potential, companies need to adapt to the ever-changing technological landscape of social media platforms (Appel et al., 2019).

Many people have various ideas about what social media is. Software technologies that provide a digital environment to users or consumers, often in the form of applications or websites, are what Appel et al. (2019) mean when they say this in a practical sense. It is also defined as a digital marketing channel for engaging with customers via adverts, according to a different viewpoint that is more focused on marketers (Appel et al., 2019). According to Kim et al. (2011), social media consists of several online tools that enable users to engage in conversation, work together, and share information. According to Smith (2016), who highlights the revolutionary influence of social media from its start and how it has caused marketers to rethink their approaches, these platforms are vital for building brand equity in today's market.

Social gatherings have moved online due to the meteoric rise of social media sites like Facebook, Instagram, and WhatsApp in the last decade (Chen and Qasim, 2021). Many well-known firms use these platforms as a means of communication and advertising. Thanks to social media, people can now communicate and share information in real-time, completely changing the way we socialize. Business owners see these sites as critical to their success in the digital sphere (Ebrahim, 2020). Using social media platforms to promote a product, service, or event to reach a wider audience is known as social media marketing (SMM). According to Ibrahim and Aljarah (2018), online brand communities have emerged as a result of organizations' usage of community websites to foster strong user interactions and communication. According to Hafez (2021), SMM helps marketers and consumers communicate better, which in turn increases brand recognition and strengthens relationships. Social media marketing is a novel tactic, but so far it hasn't had much of an effect on consumers' intentions. The importance of SMM in building online communities around brands has recently come to light in studies that have focused on customer behavior, new tactics, content analysis, and UGC's advantages (Ibrahim, 2021).

2.2 Social Media Marketing Activities

To increase customer identification of their brand, many businesses employ internet marketing tactics such as social media ads, user-generated content management, and blogger endorsements (Wang and Kim, 2017). Media platforms that enable user-generated content production and sharing are known as social media. These platforms are built on top of Web 2.0 concepts and are accessible over the internet. Social media has replaced more conventional forms of advertising such as radio, television, and print as the go-to platform for disseminating brand information because of its interactive character, which facilitates vast knowledge transfer, cooperation, and involvement. Wikis, social networking sites (including Twitter, Blogger, LinkedIn, and Facebook), review sites, online forums, and blogs are all part of this umbrella term (Arrigo, 2018).

Many different kinds of social media platforms allow people to share and collaborate on material and engage in different types of interactions. Some examples include social bookmarking, rating systems, videos, photos, podcasts, wikis, microblogs, social blogs, and weblogs. Specifically, Cheung et al. (2021) note that social media is widely used because it is an effective communication tool for governmental organizations, businesses, and individual users of social networks. Government agencies and private companies alike depend substantially on social media for their advertising and marketing campaigns. The integration of consumer relationships, events, media, digital services, and retail is made easier with its frictionless communication and interactions (Tafesse and Wien, 2018).

Liu et al. (2021) state that marketing strategies for luxury companies heavily rely on elements such as personalization, repute, trendiness, engagement, and entertainment to greatly impact client purchase intentions and brand equity. Products are seen as external variables in community marketing, which arises from interactions between events and human mental states (Parsons and Lepkowska-White, 2018). Different users and customers will experience different results from the same service activity due to differences in how they perceive and feel about it. Competitions in the field of marketing will focus more and more on brand marketing in the future, which means that there will be a greater need for theme components and sensory stimulation to provide consumers with memorable experiences. Brands should emphasize providing an outstanding customer experience in addition to highlighting high-quality features (Beig and Khan, 2018).

Consumers' buying and selling habits are greatly impacted by social media, which includes user-generated content on platforms such as Facebook, WhatsApp, Twitter, YouTube, and Instagram (Kapoor et al., 2018). According to Kim and Ko (2019), brands that fail to include social media in their online marketing strategy miss out on a significant opportunity to contact consumers. Businesses in the modern day see social media as a great place to reach their target audience and run ads (Harrigan et al., 2017).

According to Sano's (2015) research on insurance services, SMMA consists of four parts: interaction, trendiness, customization, and perceived risk. Kierzkowski et al. (2016) laid the groundwork for what is now known as e-marketing, the infant stage of SMMA. The effectiveness of digital marketing relies on the five pillars outlined by this framework: relate, attract, engage, retain, and learn. The fundamental principle of digital marketing is to attract and retain people via personalized interactions, interest maintenance, preference analysis, and allurement (Sano, 2021). In their research on luxury brands, Kim and Ko (2020) classified SMMA traits as follows: entertainment, interaction, trendiness, customization, and advertising. Interactivity, informativeness, personalization, trendiness, and word of mouth are the five perceived SMMA scales that Yadav and Rahman (2017) created and verified. Because of their massive user bases and the ease with which brands may disseminate and interact with brand-related information, social media platforms are quickly becoming marketing powerhouses (Iankova, 2018).

2.3 Social media and Purchase Intension Towards Buying Smart Watches

The marketing community has been enthralled with wearable tech for quite some time. In particular, it is thought that developments in health-related tech greatly impact the incorporation of such breakthroughs into everyday lives. It is for experimental reasons that these technologies, which are often thought of as futuristic, are mostly investigated. One of the most important and widely used tools in the wearable electronics business is smartwatch technology. By connecting with their phones, smartwatches allow users to track their workouts, see their vitals in real-time, and get alerts. Aesthetic design and hedonic value have a substantial effect on smartwatch use, consumer acceptance of the technology, and the formation of a strong affinity towards such gadgets, according to studies concentrating on the devices. For a more in-depth comprehension of

the reasons for user preference, it is recommended to read publications that examine wearable technology via a conceptual lens.

All aspects of daily life are now impacted by wearable technology. Extending the mobility notion across multiple devices and formats, wearables have been the subject of research and development since the early years of the new century (Mann, 2016). This represents an ever-accessible computing experience (Mann, 2018). These gadgets, when worn by people, may collect data specific to the person (Sandall, 2016). Wearable technology has become an essential part of our everyday lives due to its practical and time-saving qualities, which make living easier. Beyond the fundamentals of mobile or computer usage, new technologies like fitness trackers, wearables, and smartwatches may measure heart rates and prompt users to drink water. One of the most widely used wearable technologies—smartwatches—is the primary subject of this research. According to Tharani and Michael (2014), smartwatches are more than just timepieces; they are multi-functional computers that come with a variety of sensors (Rawassizadeh et al., 2015). When it comes to improving individual capacities, the continuous and systematic data-collecting capabilities of wearable technology, such as smartwatches, are fascinating (Rawassizadeh et al., 2018; Starner, 2019). Smartwatches, according to Yeong et al. (2017), greatly improve people's day-to-day lives by supplementing cell phones and giving quick access to vital data. Their unique wearable design distinguishes them from traditional tablets and other mobile devices, allowing users to fully experience their advantages while wearing them.

Though not necessarily in terms of decision-making, recent studies have dived into exploring how social media impacts consumer behavior (Chu and Kim, 2021). According to Mangold and Faulds (2019), customers may easily get information about products or brands using social media. The opinions of other customers have a major impact on what people buy and how they buy it (Yayli and Bayram, 2022). Online product reviews have a significant influence on consumers' intentions to buy based on their reliability and the number of reviews they perceive (Zhang et al., 2020). Social media platforms have changed consumer tastes, leading individuals to avoid conventional media such as newspapers, magazines, and television (Mangold and Faulds, 2009). Information overload, brought on by the deluge of social media content, has an impact on people's capacity to make decisions (Powers et al., 2020).

Precise classifications differentiating wristwatch technology from comparable technologies are lacking in scholarly literature. Several scholars, including Kim and Shin (2018), lump wearables like the Fitbit Flex and the Samsung Galaxy Gear together and call them smartwatches, even though there are plenty of distinctions to justify a more nuanced classification. There is a common misunderstanding that smartwatches are the same as fitness trackers or smart wristbands (Pal, Funikul, & Vanija, 2018). While fitness trackers and wristbands mostly gather data, smartwatches provide a wider range of features, including bigger screens, touchscreen interfaces, the ability to install apps and internet access.

2.4 Smart Watches on the Pakistani Market

As a result of local consumer behaviors, wearable technologies have gained appeal in the Pakistani market, according to Euromonitor International (2018). Trends in health and fitness, as well as the increasing desire for more sophisticated goods, had an impact on Pakistani consumers in 2018. (Euromonitor International, 2022). To satisfy these needs, wearable gear emerged, with smartwatches, in particular, serving as a simple way for people to track their health and fitness data even while they're out and about. Because of these tendencies, the value and quantity of wearable technology sales skyrocketed, leading to a 4.2% increase in Pakistan's income in 2021 over 2022 (Statista, 2022).

Smartwatches and health monitors worn on the wrist are more popular in Pakistan than those embedded in apparel or eyeglasses (Mordor Intelligence, 2021). The Apple Watch series from Apple became the best-selling wristwatch in Pakistan in 2020 (Euromonitor International, 2022). An important factor in the gadgets' increased sales in Pakistan was their sleek, versatile, and hybrid design (Euromonitor International, 2022). Price Waterhouse Coopers (2021) found that of the six important variables impacting the purchase of wearable devices in Pakistan, design was one of the top five. The other five were cost-effectiveness, data security, intuitive use, device compatibility, and social media access. According to Price Waterhouse Coopers (2022), Pakistani customers' first consideration when making a purchase is the value for money.

Euromonitor International (2022) said that smartwatches' average unit price was preventing them from reaching even greater success in Pakistan, despite the rise. Wearable technology was also

widely used by younger demographics in Pakistan in 2022, with the majority of users falling within the 25-45 age bracket (Statista Global Consumer Survey, 2022). Wellness trackers and other innovative wearables aimed at kids and the elderly have also found their way into Pakistani stores (Mojapelo, 2023). Paying close attention to the Pakistani market for wearable devices is crucial since it is growing at a faster rate than the world market overall. Price, intuitive use, and design are major determinants of smartwatch and wearable device adoption among Pakistani consumers, who are seeing a surge in the popularity of these gadgets.

2.5 Perceived Usefulness

In the original model, it is one of the primary utilitarian elements that affects how people feel about using technology. People are more likely to adopt new technology if they believe it will help them achieve their current goals and, in turn, earn rewards from outside sources. Perceived usefulness has been defined as "the extent to which an individual believes that utilizing a specific technology will improve their job performance" (Davis, 2018). User's expected results and their extrinsic motivation are therefore closely related (Venkatesh, 2019). Although first developed for use in a business setting, Chua et al. (2016) saw the need to adapt it for consumer-focused studies, especially those about wristwatch adoption. It was characterized as "the degree to which a consumer believes that using smartwatches enhances their efficiency, such as organizational skills and productivity" (Park & Chen, 2020), drawing on previous research on technological adoption (Chua et al., 2016, p.278).

Among the many factors that contribute to lead generation—including consumer actions and information dissemination—is perceived utility (Peng et al., 2019). The Theory of Reasoned Action by Fishbein and Ajzen (2015) is the source of this variable, which is shown in the Technology Acceptance Model. An individual's impression of an innovation's ease of use influences their intentional choice to embrace it, according to (Ozbek et al., 2015). Users' perceptions of how easy something is to use influence their actual behavior (Abdullah et al., 2018). The cognitive possibility that a consumer would value certain enhancements—for example, information systems that may improve the functioning of the used technological items—is known as perceived usefulness (Gong et al., 2020). The perceived utility is directly proportional to actual usage, according to this idea (Janson, 2018).

Some social media platforms do a good job of managing their ads and combining data into programs and information collecting for individual accounts. Gupta (2018) states that customers have the freedom to shop online whenever and wherever they choose. Although purchase intent is good for businesses and banks alike, there are several factors that relevant financial institutions should think about and work to resolve (Eisa and Chaudhry, 2020). In my opinion, trust is the most important factor. Intention to use and acceptance of different social media transactions are heavily influenced by trust, according to several research (Jordand and Musa, 2020). According to earlier studies, consumers' lack of trust is a major deterrent to using social networking applications. Online banking in particular has a reputation for attracting suspicious customers, according to other studies (Bisham, 2019). Concerns about hazards and problems with client trust are the main causes of this. Additionally, consumers are wary about providing websites and apps with critical personal information (Alexis and Janet, 2018).

Establishing consumer trust is a vital measure of the success of different information system developments (Candid and Lena, 2020). For social media marketing to be successful, building trust is essential (Brndum, 2017). In addition, building trust is essential for financial companies and customers to establish a long-term connection. However, a major obstacle to the rapid adoption of online transactions, particularly the identification and use of buy intent, is customer skepticism (Minha and Suriya, 2020). The purpose of the current study is to learn how consumers' trust, efficacy, and usage of these services are affected by their perceptions of their utility and the ease of using them online. According to Emily and Basko (2020), trust is a major component in the creation and success of buy intentions. The research identifies the critical trust aspects and how they affect the decision to accept and participate in social media purchase intentions for product purchasing.

Moreover, this study intends to investigate the mediating role of perceived trust in accepting and engaging in web-based financial services in the connections between aspects of perceived convenience and the intention to use purchase intention (Durjan, 2018). It will do so by examining the direct impact both with and without intervention. This study's findings will hopefully be useful for information systems professionals and specialists in keeping an eye on and improving trust-building factors, which will keep or increase consumers' approval of social media marketing. Social media marketing agencies would gain an edge and customers would get better customer-

centric services as a result of these discoveries (Ben and Waivol, 2021). Author: S. Shankar (Year 2019). According to Shankar (2019), advanced social media marketing relies heavily on consumer performance and allows for digital interactions between customers that do not include humans (Herington and Weaver, 2017). Teo and Tan (2020). Although well-intentioned, the rise in social media marketing clients is at odds with developing countries.

Customer use habits are vital to innovation's progress and acceptance, and consumer attitude is the most important factor in deciding whether customers choose to utilize the social media marketing that is offered (Arora and Sandhu, 2018). The level of technological adoption may be measured by the degree to which people intend to utilize it (Namahoot, 2016). Individual viewpoints and managerial promises are bridged by the customer's eagerness to employ innovation, which is proportional to their level of personal interest. According to Laohavichien (2016), an individual's use intention is influenced by factors other than their attitude and social use intention. Perceived advantages, perceived simplicity of use, security, and reasonable price are some of the most important aspects influencing the intention to use social media marketing. (Anouze and Alamro, 2019).

H1: Perceive Usefulness has a significant impact on purchase intention.

2.6 Perceived Ease of Use

According to recent studies, people are more likely to embrace innovation if it is easy to use (Balaji and Khong, 2018). Bashir and Madhavaiah (2019) state that the perceived ease of social media marketing has a substantial impact on its popularity. In addition, as pointed out by Schilke and Wirtz (2020), attitudes may be influenced by how convenient something is considered to be. One possible explanation for customers' preference for buying smartwatches online is the convenience of online shopping (Hanafizadeh and Byron, 2019). In his assessment, Mohammadi (2021) stressed the importance of usability, highlighting its relevance to social media marketing. In their study on what makes online shoppers happy, Liebana, Munoz, and Rejon (2019) found that social media marketers take usability into account.

Among city dwellers, the ease or difficulty of being able to do more financial transactions online is the most important independent variable. People are also excited to join this technological

revolution as it will make their lives easier (Shella and Turban, 2020). In the first model, one of the most important utilitarian factors impacting attitudes toward technology adoption is the perceived ease of use. It is affected by an individual's perceived skill in using the technology (Venkatesh & Davis, 2016) and is defined by Davis (2019) as the amount to which a person feels that using a given system involves low effort. Moreover, it is similar to what the Germans call "intuitive usability," which is a key factor for them when choosing a wearable gadget (Coopers, 2020). Perceived ease of use (PU) impacts attitudes toward technology use both directly and indirectly, according to a previous TAM study (Venkatesh & Davis, 2019). Much research on the topic of wristwatch adoption has confirmed these results (e.g., Choe & Noh, 2018).

Through the use of the Innovation Acknowledgement Model, the "perceived convenience" variable is ascertained. Online data formats and technologies are used in social media marketing to forecast user actions. When it comes to innovation or frameworks, factors like perceived value and purpose clarity impact attitudes and behavior expectations (Chauhan et al., 2019). Factors impacting the acceptability and preparedness to embrace technological developments are the focus of this field of study, which also includes social media marketing and other innovation-related behaviors (Chauhan et al., 2020). If individuals think that new technologies are simple to understand and use, they are more inclined to embrace them (Chauhan et al., 2020).

Important elements impacting the propensity to employ novel data technologies are usefulness and purposefulness. Researchers Amin et al. and Blanche et al. (2019) found that a person's clear comprehension influences their desire to utilize the adaptable site, which is a significant factor in developing customer happiness. The innovation mentality is impacted by usability, which in turn shapes the expectation of technology use. According to Chauhan et al. (2020), customers' expectations of technology are influenced by their perceptions of its usefulness. There is a lack of study on the direct effects of perceived usability, however, it may indirectly boost the willingness to utilize technology.

The complexity of an invention was described by Chang and Lai (2019) as the difficulty in managing and using it. It becomes more difficult when the progress is not embraced as quickly. Perceived usefulness and self-proficiency were identified as significant elements affecting customers' adoption of social media marketing by Ahmadinejad and Azizi (2018). According to Khadija (2019), web-based financial frameworks were straightforward to use for those with

experience in social media marketing, but they were difficult for others with less experience. Gabrielle (2019) emphasized the significance of addressing the viewpoints of both users and non-users, despite the study's sole focus on customers.

Design, functionality, and the clarity of navigational directions are other components of social media marketing frameworks that were not included in this analysis (Journey and Rhodes, 2021). Clients in a developing economy were found to be dissatisfied with a crowded site that discouraged use owing to lengthy browsing periods, according to Safina and Abdullah's (2019) investigation of the reception of social media marketing. Users were more likely to engage with social media marketing campaigns that had straightforward and simple user interfaces (Powell, 2020). However, neither the efficacy of the offered instructions nor how clients felt about requesting help were investigated in this research.

Due to their in-depth familiarity with relevant technologies, consumers' propensity to utilize buy intents was adversely correlated with the simplicity of use, according to Sirin and Howard's (2019) investigation of the variables impacting the adoption of social media marketing (Mushtaq, 2018). This research ignored the opinions of people who weren't using the site and concentrated on only one facet of complexity, which encompasses factors like navigation speed and information clarity.

H2: Perceived ease of use has a significant impact on purchase intention.

2.7 Perceived Behavior Control

In the context of social media marketing, "perceived social control" (Ajzen, 2018) means both the confidence in one's abilities and the judgments one makes about the availability of resources and opportunities that are critical to making a purchase. Clients may not fully control their purchase intents from social media marketing due to the distant and impersonal character of the Internet shopping environment. Bank customers are hesitant to use social media for a variety of reasons, according to Cunningham and Devlin (2021): fear of the unknown, ignorance about available services, resource aversion, and technological limitations. According to Shih and Tooth (2021), customers' reluctance to embrace social media marketing might be attributed to a lack of control over the process. As a result, future customers' hopes to embrace and current customers' actual use of social media marketing are greatly impacted by the perceived degree of control over this

strategy for wristwatch clients (Lee and Kevin, 2020). Jagil and Bobby (2020) and Zoie (2018) both argue that the expectations of ceased clients to reuse social media marketing are influenced by the development of perceived social control, which attempts to explain various human behaviors.

During the decision-making process, customers carefully assess the choice object, taking into account all possible advantages and disadvantages (Dodds, Monroe, and Grewal 2018). Perceived value is a reflection of a mental trade-off, and it is via this impression that consumer behaviors including product selection, purchase expectations, and repeat purchases may be better understood (Gallarza and Saura, 2016). Despite the wealth of research on perceived value in relationship quality assessment and service evaluation literature (Gallarza and Saura, 2016), disposition-based decision theories, particularly those about technology adoption models, have paid less attention to it when it comes to buyer decision-making or attitudes. But Brand, Hightower, and Shemwell (2017) found that consumer choice models could understand fluctuations in client purchase intentions better if they included an instantaneous metric of considerable value.

Perceived behavioral control is a measure of how easy it is to demonstrate a behavior or finish a job. Societal pressures have a role in people's choices on which behaviors to exhibit. For example, according to Martin (2019), people are less inclined to engage in a behavior if they feel they have little control over it. In contrast, one's actions are more likely to mirror those of others if they think they can influence their actions. Availability, the nature of the function at hand, and the level of prior expertise all play a part in the observed social control, according to Bandura (2019). The conviction in one's ability to carry out the behavior is known as self-efficacy (Bandura, 2017), while the availability of resources to carry it out is known as enabling circumstances (Triandis, 2019). Both components foresee what people in a certain society will expect in terms of how they act. Research by Hill et al. (2017) indicates that one's belief in one's abilities affects how often technology items are used. A more robust technological foundation also helped in reaching social media marketing objectives, according to Goh (2018). Customers' perceptions of social control impact their online buying behavior, which is influenced by their self-efficacy for online purchases (George, 2018).

H3: Perceived Behavior Control has a significant impact on purchase intention.

2.8 Perceived Risk Factor

Now more than ever, people shop for smartwatches on social media. According to Sanchit (2020), social media marketing entails disseminating information about products and services via various online and mobile channels. With the use of advanced product management technologies, customers can access their data, make transactions, and shop online. With this kind of advertising, financial institutions can provide better services and sell consumers things like smartwatches (Timwood, 2021). To put it simply, social media marketing uses the Internet to bring customers together, giving them more alternatives when it comes to promoting and buying things. The rates of adoption and practices of social media marketing might differ greatly across emerging countries. Both frequent and infrequent online shoppers face the same risks when it comes to product execution, money, time, and mental health (Forsythe, 2020). According to research, regular and heavy users have lower levels of danger, whereas infrequent users experience greater levels of temporal and psychological repercussions.

People who have "less social and relevant vulnerability" are more likely to be in charge of their internet spending, according to Featherman and Pavlou (2018). Therefore, customers are more likely to contemplate doing transactions via web-based platforms when they perceive a low level of risk. Site trust is necessary because of anticipated hazards in existing or prospective interactions, as pointed out by Hampton (2020). Customers who participate in social media marketing are open to new ideas, according to research by Yousafzai et al. (2019). An expansion of the theory of Fishbein and Ajzen (2018), the reasoned action theory by Ajzen (2020) describes observable behavior regulation. Belief in controlling one's resources, opportunities, and perceived obstacles can rise to observed behavior control, as in the adoption of social media marketing.

Davis et al. (2019) offer an alternative viewpoint in their innovation acceptance model; this model emphasizes how structures are viewed in terms of their utility and how easy they are to use. The results and application of innovation are strongly linked to both paradigms. Forsythe and Shi (2018) list several dangers that Internet and web-based buyers face while engaging in online trade, including but not limited to online transactions, product execution, financial ramifications, time, and mental health. Research shows that social media marketing exchanges include a higher level of perceived risk than more conventional forms of online banking, which includes gambling. By

examining the dangers of insecurity and how it affects consumer behavior, Bauer (2018) proposed the idea of perceived risk. The severity and susceptibility are heightened by unfavorable results in risk assessments (Youmer, 2020).

Different studies see risks as distinct things; for example, prior research has classified risks as time, financial, execution, social media, security, and related perceived hazards. By drawing attention to the potential cost of making purchases when the outcome is unknown, Zimund (2019) reaffirmed the idea of risk. Before making more daring choices, clients usually want additional information. Online customers and platforms face a plethora of hazards when it comes to social media marketing transactions, including but not limited to product execution, financial ramifications, time/convenience, and mental health (Forsythe & Shi, 2019). Furthermore, studies show that platform users are more likely to cause emotional, financial, and time/convenience risks than moderate and frequent users. According to Pavlou (2020), those who think there are fewer behavioral and environmental dangers are more likely to use online channels for their transactions because they feel more in control of them. When customers sense less danger, they are more likely to utilize online platforms for transactions (Marvelon, 2021).

Perceived risk and actual risk-taking are correlated. Individual characteristics like age, education level, and occupational indicators (such as changes in work) are linked to a propensity toward risk, according to Nicholson et al. (2018). The impact of context on behaviors including risk-taking cannot be overstated. Researchers have shown that personality qualities influence risk-taking. Specifically, they have identified extraversion and conscientiousness as two features that might lead people to take risks. The way each individual perceives danger depends on their unique personality (Cameron, 2019). Thrill seekers, goal achievers/loss avoiders, and risk avoiders are the three groups of personality traits that are associated with context-specific risk-taking. Similar to the reasons why risk-takers exist, these categories are not mutually exclusive. Online banking and other technologies may be more widely used by goal achievers and those who want to prevent losses. Individual traits, such as the ability to handle disagreements, impact the likelihood of non-risky problem-solving inclinations, whereas Dahlback (2018) views profit-promoting rigidity as dangerous. Decisions involving risk (risk-seeking vs. risk-avoidance) follow comparable patterns in the loss and gain domains, according to research by Weber and Milliman (2017).

H4: Perceived Risk Factor has a significant impact on Purchase intention.

2.9 Purchase Intension

Several research focusing on online platforms have thoroughly investigated the expectation of making a purchase, as shown by buying behavior (Goncalves and Branco, 2019). According to Kim and Ko (2020), it captures customers' interest and likelihood of acquiring a product, which influences their future purchase behavior based on attitudes. According to Bong (2017), consumers are more likely to buy a product after engaging in a trusting and informative conversation about it on social media platforms. According to Lim et al. (2016), before making a purchase, consumers usually go through a process that includes appreciating the product, researching it, and comparing it to others. An important factor affecting the efficacy of online upgrades is the rise of online purchasing intents (Lu, Fan, and Zhou, 2016), which paves the way for the modeling of buying behavior (Martins et al., 2019).

Positive consumer sentiment, increased brand value, and more positive word-of-mouth are all outcomes of social media communication (Cambria et al., 2021). Perceived brand quality mediates the relationship between perceived value and customer purchase intention, according to research by Chi Yeh and Yang (2019). Consumers' perceptions of the quality and value of products linked with well-known brands impact their intentions to buy (Chi et al., 2019). A favorable correlation between perceived value and purchase choices was found by Halim and Hameed (2018), who noted that customers' perceptions of value impact their intention to buy. Some other factors that influence consumers' choices to buy include their perceptions of the brand, the quality of the product, their loyalty to the brand, the characteristics of the product, the level of brand awareness, and the quality of the product itself (Chen and Chang, 2022). A higher level of product knowledge, interest, and maybe influence on purchase intention can be achieved via the use of social media platforms for developing, growing postings, and administering various sites to engage consumers (Batra and Keller, 2016).

According to Ajzen (2020), an individual's level of effort in carrying out behavior is indicated by their purpose, which is a motivating element. The term "purchase intention" is used in this study to describe the probability and openness of a client to buy a product that has been suggested on social media. Consumers' future propensity to prepare for or purchase a product or service is reflected in it (Wu et al., 2019). An increase in the chance of making a purchase is associated with a rise in purchase intention, according to previous studies. When consumers have favorable intentions to buy and are actively involved with the brand, they are more likely to make a purchase

(Martins et al., 2018). The consumer's resolve to buy a product is encapsulated by their purchasing intention (Dodds et al., 2018). When studying consumer purchasing behavior, Morwitz and Schmittlein (2020) emphasized that customers' eagerness to buy predicts their future buying behavior. Consumers' perceptions of goods and services, influenced by their peers or social media, lead to their desire to purchase (Binwani and Ho, 2019). Before making a purchase, consumers assess, evaluate, and analyze depending on their experiences and external factors (Chen and Lin, 2019). One way to quantify customers' social intentions is by looking at their purchase intention, which is their emotional leaning towards a certain product (Fishbein and Ajzen, 2022). According to Park et al. (2017), consumer reviews affect decision-making and purchase intention behavior. According to Ajzen (2022), people's intentions show how prepared they are to do certain things. A lack of desire to buy goods and services online is the main obstacle in online commerce (He et al., 2008).

The goal of social network management should be to increase user engagement and retention. Technology acceptance models, theories of reasoned action, and theory of planned behavior (TPB) have been the mainstays of behavior perception techniques in information systems research up until recently (Jamil et al., 2021). Ismail et al. (2018) found that users' intentions to continue using an app are favorably impacted by how helpful and satisfying they perceive it to be. A member's desire to continue utilizing the community is known as their continuity intention (Dunnan et al., 2020). In addition, members of the virtual brand community engage in informal communication about the brand via referral intention, which is also called word-of-mouth marketing. This research differs from others that have focused on the adoption of information systems over time by concentrating on the characteristics that encourage community members to remain actively involved. Sarfraz et al. (2021) found that users' desire to participate in community activities and the impact of use purpose on continuation intention were both examined.

2.10 Theoretical Framework

This analysis is based on theoretical frameworks of buy intents, specifically looking at social media marketing activities' value and monetary exchange. According to White (2019), the main perception of online items is that they may be purchased. Nowadays, a relatively new trend in

Pakistan is the widespread use of social media platforms as a means of doing business between people and companies. The classical and neoclassical schools of thinking, on the other hand, see social media primarily as a place to make purchases or accumulate wealth (White, 2019). With the integration of buy intents into social media platforms, users can store value inside the purchasing context. This offers a safer and more flexible alternative to informal online shopping techniques (Cook & McKay, 2020). The added value of a product is made more stable and useful in this way. An important component highlighted in this research is the ability of customers to minimize their emotional commitment when they buy products online.

2.10.1 Theory of Planned Behavior

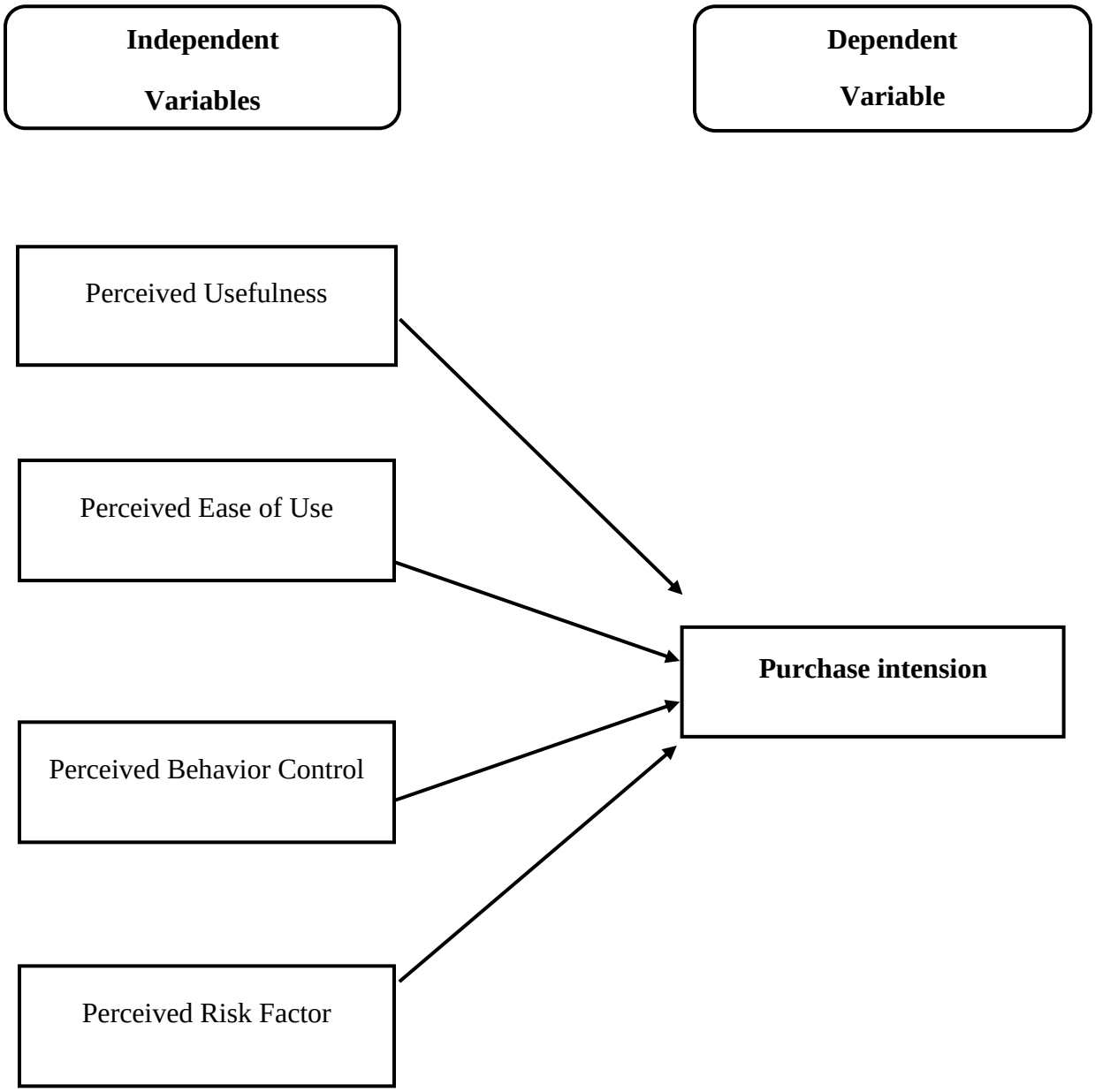
Bojei and Abu (2016) define it as a measure of a person's propensity towards a certain action, whether it is good or bad. They state that social intention may be used to anticipate a variety of human behaviors, implying that customers can knowingly and willfully participate in certain actions (Ruler, 2019). According to Ahmed (2014), buy intention is a subset of social intention, which is the theoretical framework within which this research places the outcome variable. The theory of planned behavior (TPB) states that intentions precede actions (Lin and Chen, 2015).

Much of the prior social media (SM) research has concentrated on the United States and Asia (Lee and Mama, 2012; Choi, 2016), however, there is a dearth of new viewpoints. According to Newman, Fletcher, Toll, and Nielsen (2016), social media users in Ghana are less likely to utilize these platforms to promote brands than users in developed countries. The importance and broad applicability of recently identified connections may be better understood by looking at the Ghanaian context. The TPB describes the chain reaction that begins with an individual's attitudes and motives and ends with their actions.

Lapidge and Steiner's 2011 "Hierarchy of Effects" (HOE) model is a well-known theoretical framework. This model shows how people take in, analyze, and act upon brand advertising and other forms of marketing communication. The product decision-making process starts with product awareness and knowledge development, continues with product emotion formation (positive or negative), and ends with product purchase or rejection (Kotler and Bluemle, 2017). In addition, the 2014 version of Davis' Technology Acceptance Model sheds light on the social intentions of users when they embrace new technologies. Theories of Reasoned Action and

Planned Behaviour provide the groundwork for this proposed causal link between attitude, belief, intention, and behavior as it pertains to the prediction of technology adoption (Ajzen, 2015).

2.11 Research Framework



Chapter 3

Research Methodology

Introduction

The purpose of this chapter is to provide an overview of the research methods used to investigate the impact of social media marketing on the intention to buy in the "smartwatch market" in the Twin Cities. Important topics covered in this chapter include research methodology, research tool, population and sample size, data gathering, and analytic techniques. A thorough comprehension of the study's methodology may be achieved by analyzing these components.

3.1 Research Approach

The study used quantitative research methods and a positive paradigm to ensure objectivity. A deductive research technique is used in the present investigation. After developing hypotheses based on existing literature, the next step in the deductive process is to devise research plans to refine and test these theories. To support or disprove the proposed theories, the researchers do comprehensive literature reviews and data analyses (Jonker & Pennine, 2018). Theorizing, hypothesizing, and fact-checking are the first steps in the deductive method. This study follows the positivist ideology that has been popular among academics recently by using a cross-sectional method in its research.

3.2 Research Design

Research designs serve as blueprints for data collection, measurement, and analytical usage (Mackey & Gass, 2015). Research Design is defined by Flick (2015) as a Research Strategy that dictates the methods and processes for gathering and evaluating information. This study used a positive technique to accomplish its research aims. The study topics were investigated using a descriptive research approach. Quantitative methods predominated in the study, as pointed out by Kumar (2019). The investigation was thorough and used a cross-sectional technique; the main focus was on the important results.

3.3 Research Strategy

An all-inclusive research plan and set of instructions are provided by the research strategy. This study relies on a survey methodology. To gather data about people's actions, situations, and opinions, surveys employ questionnaire technology. Gathering and reviewing data to conclude on

literary themes is the goal of this study. When it came time to apply quantitative analytics to the inferences around the prospective collaborations (McCusker & Gunaydin, 2015).

3.4 Research Instrument

To evaluate respondents' perceptions of the elements under investigation, a standardized and adaptable survey was employed for data collection. Multiple aspects of data collection have been successfully accomplished. The present study adopts a quantitative approach, employing a survey instrument based on a 5-point Likert scale to collect data. The design of the data collection instrument follows a previously accepted and validated standardized survey utilized for gathering crucial information. The information was acquired through the employment of the standardized survey utilized in prior evaluations. For this study we used and adaptive instruments to make questionnaire from The Effect of Perceived Ease of Use and Usefulness on Customers Intention to Use Online Banking Services Mohammed A. Al-Sharafi, Herzallah and Qasim Alajmi (2017) *International Journal of Innovative Computing* 7(1) 9-14

3.5 Unit of Analysis

Individuals residing in the twin cities who have bank accounts have been the unit of analysis in this research.

3.6 Population

People, things, and events that fall inside the purview of the researchers' interests make up the population (Flick, 2015). We surveyed 700 people living in the twin cities as a whole for this research.

3.7 Sample Size

A total of 250 people from the twin cities were surveyed for this study. In the table by Krejcie and Morgan, the sample sizes are specified (1970).

3.8 Sampling Technique

A basic random sampling approach was used to obtain data from respondents via a questionnaire. There are a lot of reasons why this method, which is non-probability yet widely used, is the best for selecting a population sample. When drawing from the general population, every individual

has an equal chance of being selected for the sample by using simple random sampling. Data was acquired from 250 residents in the neighboring cities.

3.9 Data Collection Procedure

Following thorough administration, the questionnaire was further standardized to facilitate the collection of trustworthy responses from respondents (Flick, 2015). The researcher sent standardized questionnaires to homes and the working class to collect survey data. Researchers personally created and distributed the surveys using "Google Docs" and other online platforms. Data collected from surveys were then synchronized in a way that supported equitable results and analysis.

3.10 Data Analysis Techniques

Kumar (2019) states that after data collection was complete, several tests were used to analyze the data. Using SPSS, we ran regression and correlation analyses, among other statistical tests. We used these statistical approaches to find out how the independent variables of perceived utility, perceived ease of use, perceived behavior control, and perceived risk factor were related to the dependent variable of purchase intention. Extensive usage of regression and correlation as statistical procedures for data analysis attests to their validity and reliability.

Chapter 4

Result & Analysis

4.1 Introduction

All of the tools and methods used in the study are detailed in this section. Using SPSS software, the study's data were examined and reported. The validity and dependability of research models were confirmed in this chapter, which strengthened their credibility and strength. The following models were employed: correlation, regression analysis, and frequency distribution.

In the smartwatch market in the Twin Cities, this study identifies four distinct factors—perceived ease of use, perceived utility, perceived behavior control, and considered risk factor—that social media marketing influences purchase intention. The dependent variable in this study is the intention to purchase.

4.2 Demographic Description

To make the data easier to understand, the researcher sorted it into several categories. Data was collected from 250 people residing in the twin cities, as shown by the sample size. People were grouped according to demographic criteria including gender, age, education level, and work experience.

Table No. 1

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	187	75	75
	Female	63	25	100
Age	Less than 30 years	82	33	33
	30 – 45 years	126	50	83
	More than 45 years	42	17	100
Level of income	More than 2 lacs	13	5	5
	More than 1 lac	34	14	19
	Less than 1 lac	205	81	100

Social Media association	More than 2 years	117	47	47
	More than 4 years	88	35	82
	More than 6 years	45	18	100

4.3 Reliability Test

The consistency and reliability of the questionnaire questions for each study variable were examined using a reliability test. According to Chang (2017), there are four types of reliability based on Cronbach's alpha values. Scores between 0.70 and 0.9 indicate high reliability, scores between 0.5 to 0.70 indicate moderate reliability, and scores below 0.50 indicate poor reliability. Good dependability is indicated by a score of 0.9 or above. The five variables used in this research have sufficient reliability, according to the SPSS reliability test findings provided in the tables below.

Table 2 Cronbach's Alpha

Reliability Test Results Summary

Variables	**Sample size**	**items**	**Cronbach's Alpha**	**Reliability**
Perceived Ease of Use	250	5	0.817	High
Perceived Usefulness	250	5	0.860	High
Perceived Behavior Control	250	5	0.866	High
Perceived Risk Factor	250	5	0.820	High
Purchase Intension	250	5	0.842	High

Results from this study's reliability analysis demonstrate high Cronbach's alpha values. It is evident from the results that the research study's questionnaire is quite consistent and reliable. The dependability of the questionnaire and the respondents' responses are shown by Cronbach's alpha

values in the 0.7-0.9 range, which are close to one. The reliability and validity of the questionnaire used in this quantitative study are bolstered by the results, which show that the Likert scale is quite consistent.

4.4 Correlation Analysis

To understand and evaluate the strength of the link between the dependent and independent variables, one may use the correlation coefficient. The correlation coefficient that is most often used is Pearson's r. Below is a table outlining the correlation findings of our investigation.

Table 3

Correlations

		Perceived Ease of Use	Perceived Usefulness	Perceived Behavior Control	Perceived Risk Factor	Purchase Intension
Perceived Ease of Use	**Pearson Correlation**	1	.			
	Sig. (2-tailed)					
	N	250				
Perceived Usefulness	**Pearson Correlation**	.755**	1			.
	Sig. (2-tailed)	<.001				
	N	250	250			
Perceived Behavior Control	**Pearson Correlation**	.803**	.830**	1		
	Sig. (2-tailed)	<.001	<.001			
	N	250	250	250		
Perceived Risk Factor	**Pearson Correlation**	.721**	.814**	.707**	1	

	Sig. (2-tailed)	<.001	<.001	<.001		
	N	250	250	250	250	
Purchase Intension	**Pearson Correlation**	.494**	.418**	.376**	.421**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	250	250	250	250	250

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation between Perceived Ease of Use & Purchase Intention

On a 0.01% level of significance, perceived usability seems to be strongly related to intent to purchase. There is a strong relationship between the variables of perceived ease of use and purchase intention, as shown by the Pearson correlation coefficient value of 0.494. It would seem that the two variables are highly correlated with one another.

Correlation between Perceived Usefulness & Purchase Intention

With a p-value of just 0.01, there is a robust relationship between the two variables, perceived utility and desire to buy. The Pearson correlation coefficient value of 0.418 indicates a strong association between perceived usefulness and purchase intention. There seems to be an inferred significant link between the two variables.

Correlation between Perceived Behavior Control and Purchase Intention

A substantial link between purchase intention and perceived behavior control is seen at a significance level of 0.01. These two variables are significantly related to one another, according to the Pearson correlation coefficient value of 0.376. It seems that there is a strong and significant correlation between the desire to buy and the perception of having control over one's actions.

Correlation between Perceived Risk Factor & Purchase intension

There is a strong correlation between the perceived risk factor and purchase intention ($p < 0.01$). Perceived risk factors and desire to buy are positively correlated (Pearson correlation coefficient = 0.421). There is a strong correlation between these two factors.

4.5 Regression Analysis

To determine whether a connection exists, researchers utilize correlation analysis; to assess the nature of that relationship, they use regression analysis. A frequent way to provide an overview of the regression model is via the table below.

Table 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492[a]	.396	.391	.3278

a. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Perceived Behavior Control, Perceived Risk Factor

A thorough synopsis of the regression analysis is provided in the model summary. The dependent variable, purchase intention, is related to the independent variables, perceived ease of use, perceived usefulness, perceived behavior control, and perceived risk factor, with an R-value of 0.492 suggesting a strong and statistically significant link. When multiplied by 100, the coefficient of determination (R square) comes out to be 0.396, which represents 39.6%. So, the aforementioned independent factors explain 39.6% of the variation in purchase intention. Outside influences may have a positive or negative effect on consumers' desire to buy, accounting for the remaining 20.4% of the variation. All other elements that are not directly related to the study's independent variables (user perceptions of usefulness, perceived control over behavior, perceived risk factor, and perceived ease of use) are considered external variables.

4.6 Anova

Table 5

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	60.467	4	15.117	91.652	<.001[b]

Residual	15.476	244	.107
Total	75.943	248	

a. Dependent Variable: Purchase intension

b. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Perceived Behavior Control, Perceived Risk Factor

The regression model is quite considerable, according to the ANOVA table. The F-value has to be more than 4 ($F > 4$), and the p-value needs to be less than 0.05 ($p < 0.05$), for a regression model to be deemed significant. If the p-value is less than 0.05 and the F-value is more than 4, then the entire regression model is statistically significant.

4.7 Coefficient

Table 6
Coefficients

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	.407	.166		2.449	.016
Perceived Ease of Use	.246	.063	.262	3.872	.000
Perceived Usefulness	.208	.080	.226	2.584	.003
Perceived Behavior Control	.260	.071	.210	2.397	.000
Perceived Risk Factor	.279	.071	.377	5.376	.002

a. Dependent Variable: Purchase intension

All of the variables show a strong correlation with the fulfillment of purchase intent and are statistically significant at the 95% confidence level, as shown in the table. These coefficients provide light on the significance and applicability of the relationship between the two sets of

variables. The dependent and independent variables are significantly associated with each other since all of the predictors have t-values more than 2 and corresponding p-values less than 0.05. According to the study's results, there is a correlation between perceptions of usefulness (at a one-unit increase), perceived behavior control (at a one-unit increase), perceived risk factor (at a one-unit increase), and purchase intention (at a 0.279 increase). All of these factors work together to influence purchase intention.

4.9 Results

The research in this study investigated four different possibilities. The study's conclusions are as follows.

H1: Perceived Ease of Use as an independent variable has a significant impact on purchase intention.

This study primarily focuses on the perceived ease of use as its dependent variable. According to the SPSS test findings, there is a strong association between PEU and desire to purchase. The strong correlation between perceived ease of use and willingness to buy is supported by a p-value of 0.000, which is much lower than the 0.05 significance threshold. Increasing the product's apparent usability is likely to influence consumers' propensity to purchase. Perceived ease of use has an unstandardized beta (B) value of 0.246, which indicates a positive link with readiness to purchase. As a dependent variable, purchase intention is significantly correlated with perceived ease of use. According to statistical research, for every one-unit increase in Perceived Ease of Use, purchase intention drops by 0.246 units. In a strong way, these data support all of our hypotheses, including H1. With a p-value lower than 0.05, the sum of the results is likewise statistically significant.

- H1 is Accepted that Perceived Ease of Use has a significant impact on purchase intention.

H2: Perceived Usefulness as an independent variable has a significant impact on purchase intention.

Perceived utility is also a dependent variable in this research. The SPSS test found a statistically significant correlation between perceived usefulness and readiness to buy. There is a strong correlation between perceived usefulness and willingness to buy (p=0.003, substantially lower than the customary criterion of 0.05). Raise the threshold for perceived utility to influence buying intent. The positive and statistically significant unstandardized beta (B) value of 0.208 between

Perceived Usefulness and purchase intention demonstrates a reliable relationship. One important dependent variable is the intention to buy, and perceived utility (PU) is highly correlated with it. According to the statistical analysis, for every one-unit increase in Perceived Usefulness, there is a 0.208 unit impact on purchase intention. The results back up our second hypothesis, H2, just as we expected. With a p-value lower than 0.05, we have further proof that this association is statistically significant.

- H2 is accepted that Perceived Usefulness has a significant impact on the purchase intention.

H3: Perceived Behavior Control as an independent variable has a significant impact on purchase intention.

The research takes perceived behavior control into account as its third dependent variable. Results from the SPSS test show that there is a strong relationship between PBC and desire to buy. A strong and significant correlation between Perceived Behaviour Control and purchase intention was shown by the derived p-value of 0.000, which is much lower than the acceptable threshold of 0.05. A link between Perceived Behaviour Control and purchase intention is suggested by the positive sign of the unstandardized beta (B) value for Perceived Behaviour Control, which levels at 0.460. There is a significant correlation between the dependent measure, Perceived Behaviour Control, and the desire to buy. This data provides substantial support for our third hypothesis, H3. In addition, with a p-value lower than 0.05, the total result is considered statistically significant.

- H3 is accepted that Perceived Behavior Control has a significant impact on the purchase intention.

H4: Perceived Risk Factor as an independent variable has a significant impact on purchase intention.

This research uses the perceived risk factor as its fourth dependent variable. The SPSS findings show that the Perceived Risk Factor is significantly related to the desire to buy. Compared to the standard cutoff of 0.05, the p-value of 0.002 indicates a strong and significant relationship between the Perceived Risk Factor and the desire to buy. There is a strong positive association between the Perceived Risk Factor and purchase intention, as shown by the unstandardized beta (B) value of 0.379. There is a robust relationship between the dependent variable of interest (the Perceived Risk

Factor) and the intention to buy. Our hypothesis H4 is fully supported by these facts. In addition, with a p-value lower than 0.05, the entire result is statistically significant.

- H4 is accepted that the Perceived Risk Factor has a positive impact on purchase intention.

Table 10

Variables	Significance level	Result	Accept / Reject
Perceived Ease of Use	0.000	Significant impact on purchase intention	Hypothesis accepted
Perceived Usefulness	0.003	Significant impact on purchase intention	Hypothesis accepted
Perceived Behaviour Control	0.000	Significant impact on purchase intention	Hypothesis accepted
Perceived Risk Factor	0.002	Significant impact on purchase intention	Hypothesis accepted

Chapter 5

Discussion, Conclusion & Recommendations

Overview

The outcomes and analysis deployment are detailed in this chapter. In this chapter, we take a closer look at the statistical significance of the findings and how they fit into the larger theoretical framework and existing literature. Also included in the second portion are the conclusions and evidence based on the methodology.

5.1 Discussion

Social media marketing positively and significantly impacted smartwatch purchase intentions in the Twin Cities, according to the predictive study's results. These findings are consistent with previous research that has shown that factors such as perceived utility, perceived risk, perceived ease of use, and perceived utility all contribute to people's intentions to purchase smartwatches. The strong correlation between social media and smartwatch sales provides support for the theory that these channels influence customers' propensity to make a purchase. There are a lot of social media sites, which could help us understand how people feel about trial products. When comparing important metrics, the Twin Cities saw vastly different impacts of social media marketing on consumers' intentions to buy. The most significant criteria in the desire to acquire a smartwatch were the perceived utility, convenience of use, risk factor, and perceived control over conduct. Academics and business executives may use these results to better understand how social media marketing affects customers' propensity to make a purchase.

Manzoor et al. (2020) argue that social media marketing considerably impacts purchase intentions via networking sites. A responsive investigation backs up this assumption. By helping consumers make more educated decisions, social media marketing increases their propensity to make a purchase (Choedon and Chan Lee, 2020). According to Bilgin (2018), who backs this assertion, social media marketing significantly impacts users' perceptions of utility, convenience of use, control over their behavior, and risk factors. Also, by showing how social media marketing significantly affects brand recognition, it backs up the study's claim that it has a beneficial effect on purchase intentions.

According to the study, people's intentions to purchase smartwatches via social media marketing are significantly influenced by criteria such as perceived utility, perceived simplicity of use,

perceived behavior control, and considered danger elements. From what we can see, these factors not only maintain consumers' interest but also influence their future purchases. Beig and Khan (2018) emphasize the effectiveness of social media marketing in reaching certain groups and establishing genuine online relationships when contrasted with more conventional types of advertising, such as keyword targeting and conventional marketing. Thinking about ways to improve the efficacy of social media marketing efforts is something that service providers should do. To take these to the next level, operators could increase their forum activity and encourage community members to share their brand loyalty. Thanks to this information sharing, consumers see a boost in brand loyalty and better community relationships (Yadav and Rahman, 2017).

5.2 Conclusion

The results of Pakistan's target market for social media platform technologies (Islamabad) demonstrated the substantial influence of social networking, as the research concluded. Further, as Pakistan shows, a high percentage of social media penetration does not always translate to a high rate of adoption of new purchasing techniques, such as the intention to purchase smartwatches. Additionally, the results of this research show that a nation's social media services do not automatically result in a high desire to purchase smartwatches. Instead, to further integrate Pakistan's online goods market, the supply of buy intent must strike a balance between demand and genuine need. Social media has a revolutionary effect on the high penetration of purchase intention for smartwatches, according to statistics from Pakistan.

Researchers used this quantitative survey to look at how different degrees of social media participation affected customers' purchase intentions by measuring brand equity. Based on a meta-analysis of quantitative studies, this study found that smartwatch marketing campaigns that included social media had a strong positive link with consumers' propensity to buy the devices. As a result, it stresses how crucial it is for companies to build strong relationships with their consumers online to boost their brand equity. To guarantee a fair return on investment, domestic companies must clearly explain their values to customers.

Local marketers should make social media interactions a core component of their strategy since engaging target audiences via these channels is cost-effective. To boost sales and move up the

marketing pipeline, it's necessary to tailor digital promotional campaigns to appeal to the audience's fundamental beliefs. It is impossible to exaggerate the importance of consumers' attitudes towards buying as they significantly impact their intention to buy. Brand equity's ROI was the most important consideration, according to the results.

The importance of social media in influencing consumers' propensity to buy and their perception of brands is essentially emphasized by this research. It stresses the importance of social media interaction as a marketing strategy tool for companies, particularly local brands, and how they can tailor their digital marketing to the interests and values of their target demographic to increase sales. According to the results, there is a positive and robust relationship between social media usage and the intention to buy in the present day. The idea of buying intention is therefore altered by the proliferation of social media sites. The overarching goal of this study was to make the case for theoretical investigation of financial inclusion. Various scientific perspectives have been expressed. There are still a number of unanswered questions about social network platforms, and theorizing about purchase intention inclusion has been lacking. Not only will this paper's findings point the way toward what has to be done, but researchers who aren't experts in financial inclusion will also need additional money. Although it provides a general outline, this article doesn't go into detail about how various theories and frameworks assess the relatively efficient mathematical modeling and Purchase intention concepts.

5.3 Recommendations and future research

Many suggestions are born out of the study. Social media networks need to be prominent for smartwatch purchase intent because of their value. To have any kind of impact on the community, they must be able to involve its people directly. The present study establishes a foundation for possible future research directions. Researchers in the future may want to think about expanding the study to other Western nations or other cultural contexts to address the study's shortcomings. If differences in culture or geography affect consumers' propensity to buy, this comparative technique may shed light on the matter.

Other substantial results may be possible if the current framework were expanded to include other aspects. To further understand how social influences affect behavioral intentions, future research may think about re-creating this study using similar models instead of the Theory of Planned Behavior (TPB). Adding variables like attitude or brand loyalty to a more focused investigation of

purchase intentions related to certain smartwatch brands is another potential study area. It may also be useful to do similar research without utilizing online surveys and instead use probability-based sampling techniques. Extending the scope of future research, the presented methodology might be used to examine a wide range of wearable devices. Additional research is needed to determine the impact of demographic factors on purchase intentions, including gender, age, and income bracket. Taking a longitudinal strategy is worth thinking about since it may help with the difficulty of predicting customer behavior. Using this method, we can see how consumer behavior and the variables that affect it change over time, as well as how intentions and actions interact with one another. Future studies should include using qualitative methods to have a deeper understanding of the factors that influence customers' inclinations to buy smart watches. Understanding customer views and intents regarding technology items is very important for firms, consumers, and regulating authorities. Delving deeper into these reasons via qualitative surveys might reveal vital insights.

5.5 Limitations

The researcher used a small sample size to calculate the structural model constructions described in this study, which was the first restriction. Researchers are encouraged to think about adding more elements to the measuring model in future studies that replicate this one. A mixed-method research combines interviews to collect information-rich data with contemporaneous quantitative analysis to validate the importance of variables is an alternative option for prospective investigators.

It is also difficult to extrapolate the results to other countries since this research only used a twin-city sample. Because young people make up a large share of twin cities' social media users, it would be wise for future studies to account for socioeconomic and cultural differences. Future research in this area must include a wider range of nations to provide stronger confirmation and generalizability of results, making the findings more legitimate and applicable.

References

Adan, M. O. (2016). An analysis of the impacts of Kenya Women Finance Trust (KWFT) on economic empowerment of women in Narok County

Aggarwal, S., & Klapper, L. (2013). Designing government policies to expand financial inclusion: Evidence from around the world. The Journal of Finance, 56(3), 1029-51.

Allen, F, Demirguc-Kunt, A, Klapper, L and Martinez Peria, M.S. (2016), The Foundations of Financial Inclusion: Understanding Ownership and Use of Formal Accounts, Journal of Financial Intermediation, 27, 1-30.

Arun, T., & Kamath, R. (2015). Financial inclusion: Policies and practices. IIMB Management Review, 27(4), 267-287.

Bhandari, B. S. (2018). Life Insurance-Social Security & Financial Inclusion. Bimaquest, 18(2).

Cámara, N., & Tuesta, D. (2015). Peru Model for Financial Inclusion: E-Money Potential Adopters. BBVA Research, Financial.

Cobb, J. A., Wry, T., & Zhao, E. Y. (2016). Funding financial inclusion: Institutional logics and the contextual contingency of funding for microfinance organizations. Academy of Management Journal, 59(6), 2103- 2131.

Cook, T & Financial Sector Deepening - FSD Kenya (2015). An overview of M-PESA. Nairobi, Kenya: FSD Kenya

Dahlberg, T. (2015). Mobile Payments in the Light of Money Theories: Means to Accelerate Mobile Payment Service Acceptance? In Proceedings of the 17th International Conference on Electronic Commerce 2015 (p. 20). ACM.

Demirguc-Kunt, A., Klapper, L., & Singer, D. (2017). Financial inclusion and inclusive growth: A review of recent empirical evidence. The World Bank.

Financial Sector Deepening - FSD Kenya (2015). The M-PESA effect: Are financial transaction costs a barrier to more effective insurance for families in Kenya? Nairobi, Kenya: FSD Kenya.

Gabor, D., & Brooks, S. (2017). The digital revolution in financial inclusion: international development in the fintech era. New Political Economy, 22(4), 423-436.

Ghosh, S., & Vinod, D. (2017). What constrains financial inclusion for women? Evidence from Indian microdata. World Development, 92, 60-81

Hove, L. V., & Dubus, A. (2019). M-PESA and Financial Inclusion in Kenya: Of Paying Comes Saving? Sustainability, 11(3), 568.

Hughes, N., & Lonie, S. (2007). M-PESA: mobile money for the “unbanked” turning cell phones into 24-hour tellers in Kenya. Innovations: technology, governance, globalization, 2(1- 2), 63-81.

Jack, W., & Suri, T. (2014). Risk sharing and transactions costs: Evidence from Kenya's mobile money revolution. American Economic Review, 104(1), 183-223.

Jashari, F. and Rrustemi, V. (2017). The impact of social media on consumer behavior-Case study Kosovo. Journal of Knowledge Management, Economics and Information Technology, Vol. 7(1): 1-21.

Jusilla, A. (2015). Mobile money as an enabler for entrepreneurship: Case Eastern Africa. Entrepreneurship Master's Thesis. Aalto University School of Business, Aalto.

Khandelwal, A., & Joshy, K. J. (2017). Private Savings and its Influence on Economic Growth in India in the Post-Reform Period. Artha-Journal of Social Sciences, 16(4), 79-96.

Khatib, F. (2016). The impact of social media characteristics on purchase decisions. An empirical study of Saudi customers in Aseer Region. International Journal of Business and Social Science, Vol. 7(4): 41-50

Kosavinta, S., Krairit, D. and Khang, D. (2017). Decision making in the predevelopment stage of residential development. Journal of Property Investment and Finance, Vol. 35(2): 160-183

Lal, R. and Sachdev, I. (2015). Mobile money services – Design and development for financial inclusion. Harvard Business School, Working Paper 15-083.

Letamendia, L. N. and Silva, A. C. (2017). Factors influencing saving and investment: Financial literacy, attitudes and trust. Center for Insurance Research, Working Paper

Lichtenstein, J. (2018). Financial Inclusion in Rwanda: Examining policy implementation and impact on community and household lives (Doctoral dissertation, University of Cambridge)

Lwanga, M. M. and Adong, A. (2016). A pathway to financial inclusion: Mobile money and individual savings in Uganda. Economic Policy Research Centre. Towards sustainable development research. Series No. 127.

Maheshwari, S. and Mittal, M. (2017). Effect of age on financial decisions. International Journal of Advance Research and Innovative Ideas in Education, Vol. 3(6): 1445-1454.

Makina, D. (2017). The role of social media in crowdfunding. Proceedings of the 4th European Conference on social media, Vilnius, Lithuania, 3 -4 July 2017.

Mehrotra, A. N., & Yetman, J. (2015). Financial inclusion-issues for central banks. BIS Quarterly Review March.

Mugambe, P. (2017). UTAUT model in explaining the adoption of mobile money usage by MSMEs' customers in Uganda. Advances in Economics and Business, Vol. 5(3): 129-136.

Ndung'u, N. (2018). The M-Pesa technological revolution for financial services in Kenya: A platform for financial inclusion. In Handbook of Blockchain, Digital Finance, and Inclusion, Volume 1 (pp. 37-56). Academic Press.

Nimbrayan, P. K., Tanwar, N., & Tripathi, R. K. (2018). Pradhan mantri jan dhan yojana (PMJDY): The biggest financial inclusion initiative in the world. Economic Affairs, 63(2), 583-590.

Nyagucha, M. A. (2017). Impact of social media on consumer's decision-making process among the youth in Nairobi. Master’s in business administration (MBA) Dissertation. United States International University Africa, Nairobi.

Omotayo, F. O. and Adebayo, A. K. (2015). Factors influencing intention to adopt purchase intension by postgraduate students of the University of Ibadan, Nigeria. Journal of Purchase intension and Commerce, Vol. 20(3): 1-29

Otioma, C., Madureira, A. M., & Martinez, J. (2019). Spatial analysis of urban digital divide in Kigali, Rwanda. GeoJournal, 84(3), 719-741

Ozili, P. K. (2018). Impact of digital finance on financial inclusion and stability. Borsa Istanbul Review, 18(4), 329-340.

Paluch, S. and Wünderlich, N. V. (2016). Contrasting risk perceptions of technologybased service innovations in inter-organizational settings. Journal of Business Research, Vol. 69(7): 2424–2431.

Pavlik, J. V. (2015). Fueling a Third Paradigm of Education: The Pedagogical Implications of Digital, Social and Mobile Media. Contemporary Educational Technology, Vol. 6(2): 113-125.

Peruta, M. D. (2018). Adoption of mobile money and financial inclusion: A macroeconomic approach through cluster analysis. Economics of Innovation and New Technology, Vol. 27(2): 154-173.

Prabhakar, R. (2019). Financial inclusion: A tale of two literatures. Social Policy and Society, 18(1), 37-50

Qi, J., Monod, E., Fang, B. and Deng, S. (2018). Theories of social media: Philosophical Foundations. Elsevier Journal of Engineering, Vol. 4(1): 94-102.

QWERTY (2017). Digital Statistics in South Africa 2017. A data driven look at South Africa's relationship with digital report.

Refera, M. K., Dhaliwal, N. K. and Kaur, J. (2015). Financial literacy for developing countries in Africa: A review of concept, significance, and research opportunities", Journal of African Studies and Development, Vol. 8(1): 1-12.

Schwartz, R. and Halegoua, G. R. (2015). The spatial self: Location-based identity performance on social media. New Media and Society Journal, Vol. 17(10): 1643– 1660.

Shaikh, A. and Karjaluoto, H. (2015). Mobile banking adoption: A literature review. Telematics and Informatics, Vol. 32(1): 129-142.

Statistics South Africa (Stats SA). (2015). Mid-year population estimates. P0302. 23 July 2015. Pretoria: Statistics South Africa.

Swamy, V. (2014). Financial inclusion, gender dimension, and economic impact on poor households. World development, 56, 1-15

Thomas, M. (2013). Diffusion of innovation in systematic review methodology: Why is study selection not yet assisted by automation? OA Evidence-Based Medicine, Vol. 1(2): 1-10.

Van Hove, L. and Dubus, A. (2019). M-PESA and Financial Inclusion in Kenya: Of Paying Comes Saving? Sustainability, Vol. 11(568): 1-26

Walther, O. J. (2015). Social network analysis and informal trade. Department of Border Region Studies Working Paper Series. Working Paper No. 01/15. University of Southern Denmark.

Wilson, J. R. and Lorenz, K. A. (2015). Modeling binary correlated responses using SAS, SPSS and R. ICSA Book Series in Statistics 9, Switzerland: Springer International Publishing.

Yuan, S., Liu, Y., Yao, R. and Liu, J. (2016). An investigation of users' continuance intention towards mobile banking in China. Info Dev, Vol. 32(1): 20-34.

Yunus, M. (2014). Diffusion of innovation, consumer attitudes and intentions to use mobile banking. Information and Knowledge Management, Vol. 4(10): 12-18.

Yusuf, M. and Derus, A. M. (2013). Measurement model of corporate zakat collection in Malaysia: A test of diffusion of innovation theory. Humanomics, Vol. 29(1

Zhang, Q. and Posso, A. (2017). Thinking inside the box: A closer look at financial inclusion and household income. Journal of Development Studies, Vol. 55(77).

Questionnaire

Name: _____

Gender: _____

Income Level:

1_ Less than 1 lac

2_More than 1 lac

3_Less than 5 lac

Scale:

1	**2**	**3**	**4**	**5**
Strongly Agree	**Agree**	**Neutral**	**disagree**	**Strongly disagree**

Perceived Usefulness

		SA	**A**	**N**	**DA**	**SDA**
		1	**2**	**3**	**4**	**5**
PU1	Utilizing the social media increases my purchase decision in buying					
PU2	Utilizing the social media increases my buying productivity					

PU3	Utilizing the social media system improves my effectiveness for purchasing					
PU4	Social media marketing benefits meet my needs, So I find it beneficial for me					

Perceived Ese of Use

		SA	**A**	**N**	**DA**	**SDA**
		1	**2**	**3**	**4**	**5**
PEU1	I find it simple the learning how to use social media for purchasing products					
PEU2	Interacting with the social media does not demand a lot of my mental strength to purchase products					
PEU3	I discover the online products and it is relaxing for me					
PEU4	My contact with social media buying is transparent and logical					

Perceived Behavior Control

		SA	**A**	**N**	**DA**	**SDA**
		1	**2**	**3**	**4**	**5**
PBC1	I think that utilizing social media for buying is a good idea					

PBC2	I think that utilizing social media for buying is existing need of everyone					
PBC3	I think that utilizing social media for buying is pleasing for all customer					
PBC4	In my opinion, it is necessary to use social media for buying products					

Perceived Risk Factor

		SA	**A**	**N**	**DA**	**SDA**
		1	**2**	**3**	**4**	**5**
PRF1	It is simple to get access products by using social media for buying					
PRF2	For buying online my thinking is always transparent and on the right way					
PRF3	To buy from social media has balanced my income and expenses					
PRF4	Using social media for buying empower my personal financial management.					

Purchase intension

		SA	**A**	**N**	**DA**	**SDA**
		1	**2**	**3**	**4**	**5**

IB1	I am willing to purchase again and again from social media					
IB2	I am willing to suggest all to use social media for purchasing decisions					
IB3	Social media marketing recognition is similar with other systems that I use for online purchasing.					
IB4	I swiftly received information via social media for making a purchase.					

Bahria University
Islamabad Campus

MBA/BBA

1st Half Semester Progress Report

Enrollment No.	01-321222-044
Thesis/Project Title	Exploring the effectiveness of Social Media Marketing on purchase intention in Twin Cities "Smart watch Market"

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	20th Oct	Business School	Research Topic	
2	27th Oct	Business School	Research Variables	
3	24th Oct	Business School	Research Methodology	
4				

Progress Satisfactory ☑ Progress Unsatisfactory ☐

Remarks: He has submitted the progress reports, which are come out to be satisfactory.

Signature of Supervisor: _____ Date: Dec 26, 2023

Note: **Students attach 1st & 2nd half progress report at the end of spiral copy.**

28

Bahria University
Islamabad Campus

MBA/BBA

2nd Half Semester Progress Report & Thesis Approval Statement

Enrollment No.	01-321222-044
Thesis/Project Title	Exploring the effectiveness of social media marketing on purchase intention in Twin Cities "Smart Watch Market"

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	1st Dec	Business School	Questionaire for data Collection	
6	8th Dec	Business School	Results derived and Hypothesis Proof	
7	15th Dec	Business School	Proof Reading of Thesis	

APPROVAL FOR EXAMINATION

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 17% that is within the permissible limit set by the HEC for thesis/ project MBA/BBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

Signature of Supervisor: _____ Date: Dec 26, 2023

29

INFORME DE ORIGINALIDAD

17%	10%	5%	13%
INDICE DE SIMILITUD	FUENTES DE INTERNET	PUBLICACIONES	TRABAJOS DEL ESTUDIANTE

FUENTES PRIMARIAS

1	Submitted to Sefako Makgatho Health Science University Trabajo del estudiante	10%
2	Submitted to University of Central England in Birmingham Trabajo del estudiante	<1%
3	hdl.handle.net Fuente de Internet	<1%
4	Submitted to Bolton Institute of Higher Education Trabajo del estudiante	<1%
5	libweb.kpfu.ru Fuente de Internet	<1%
6	eprints.soton.ac.uk Fuente de Internet	<1%
7	Submitted to Assumption University Trabajo del estudiante	<1%
8	Submitted to Brunel University Trabajo del estudiante	<1%