



Analysing the relationship between Awareness, perceived benefit and intention of Investors to invest through Social Stock Exchange

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Abstract

Social stock exchanges are an entirely novel form of financial innovation that aims to bridge the gap between the social sector and traditional capital markets. The purpose of this study is to analyse the mediating role of perceived benefit in the relationship between awareness and intention to invest through Social Stock Exchange by Investors. The responses of 200 investors were collected through purposive sampling. Exploratory Factor Analysis (EFA) was performed using SPSS to identify underlying constructs, followed by Confirmatory Factor Analysis (CFA) and Structural Path Modeling (SPM) using AMOS were employed to test the hypothesized relationships. The findings reveal that perceived benefit mediates the positive relationship between awareness and intention to use SSE platforms. This suggests that the acceptability of SSE platforms in the Indian charitable sector is primarily driven by perceptions of their benefits.

The study has both theoretical and practical implications. It contributes to the limited literature on SSE by providing the first primary research on behavioral intention in the Indian context. Practically, it emphasizes the need to educate investors about the functionality and advantages of SSE platforms to enhance their adoption for philanthropic purposes. These insights are valuable for policymakers, SSE developers, and charitable organizations aiming to promote sustainable investments in India.