



Influence beyond Connectivity: Understanding the Role of Social Media in Rural Consumers' Smartphone Preferences

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Received: 11 Oct 2025; Received in revised form: 09 Nov 2025; Accepted: 14 Nov 2025; Available online: 19 Nov 2025

Abstract— The paper attempts to explore the specific mechanisms through which social media would influence the preferences and purchase intentions of rural consumers related to smartphones in the rural part of Dharashiv district of Maharashtra in India. Using a descriptive quantitative research design, primary data was collected from 120 respondents in rural Dharashiv with the help of a structured questionnaire. Based on the Diffusion of Innovation and Uses and Satisfaction Theory, three hypotheses were proposed on content credibility, peer influence and targeted advertising. These findings confirm that though Maharashtra boasts of high internet penetration, social media influence in rural contexts is activated fundamentally by Social Media Peer Influence and Content Credibility. Importantly, relationship found between general social media influence and purchase intention. This implies that digital influence, for high-value purchases, must necessarily actively address core functional concerns. These results therefore provide actionable strategies for marketers on the necessity of vernacular content localization and a focus of content on practical device longevity to connect meaningfully with the aspirational.

Keywords— Social Media, Rural Consumer, Smartphones and Purchase Intention.

I. INTRODUCTION

1.1. Digital Transformation in Rural India

India is in the middle of a dramatic digital revolution. With rapid smartphone penetration and unprecedented internet connectivity, the consumers are now more connected than ever, and this brings a new techno-social phase in the country. Smartphones are no longer just communication tools, they act as gateways to digital services and information, which cut across all geographical and socio-economic divides.

As research belongs from state Maharashtra, it is ranks as one of the most integrated states digitally in India. We can find active internet user penetration reaching between 67% and 70%. These numbers

prove the existence of a significant and growing market of connected rural consumers. The Dharashiv district in the Marathwada region presents an apt setting for studying this shade.

1.2. Problem Statement and Research Gap

WhatsApp, YouTube, Facebook, and Instagram have become important media for shaping consumer purchasing decisions across the globe. Social media allows for two-way interactions in which consumers engage directly with brands. They can also share experiences and influence their social networks. In rural India, word-of-mouth was generally a predominant factor; rural consumers are increasingly using online platforms, with 57% of rural respondents reporting they search products virtually.

Despite this clear trend of digital influence, extensive research on social media marketing has focused little on its impact on purchasing behavior regarding high-value durable goods, such as smartphones, within distinct rural markets. The specific mechanisms through which SMI exerts its effect-whether it emanates principally from influencer marketing, user reviews, or peer recommendations and the way these mechanisms interact with fundamental rural consumer priorities have been little explored. One of the most important areas of research involves transitioning from physical inspections and inherent offline trust to an exclusive reliance on digital information. Based on this, the current study focuses on empirically analysing the role of different social media channels in the unique environment of rural part of Dharashiv, focusing on how aspirations for expensive items are justified using digital means.

1.3 Dharashiv Context

The study was conducted in the rural part of Dharashiv district of Maharashtra, India. This district is typical of the regional context, defined by a population of 1,657,576 as per the 2011 census. Although the region has faced challenges in terms of slower historical population growth and resource availability, the use of digital technology for essential utility is mandatory. This establishes a basic threshold level of acceptance and a fundamental link between the smartphone and the livelihood task supporting the importance of the device among the respondents.

1.4 Research Objectives

1. To document the use patterns of major social media for product research by rural consumers residing in rural part of Dharashiv.
2. To analyse quantitatively the effect of social media factors such as Content Credibility, Peer Influence, and Digital Advertising Effectiveness on smartphone purchase intention.
3. The identification of how aspirational rural consumer preferences are influenced by social media content.

II. REVIEW OF LITERATURE

2.1. The Rural Indian Consumer

Low-income households are often willing to stretch budgets, spending between ₹10,000 and ₹20,000 on high-value products like smartphones during festive periods. A majority of consumers in smaller towns would like to physically feel and check out a smartphone before buying and thus visit offline stores. The digital information, therefore, needs to be highly credible to overcome this physical assurance factor. Second, durability is must. The high cost of repairs 42% of users spend ₹2,001 to ₹5,000 and the risk of losing personal data, such as family photos, if their device gets damaged, make functional longevity a top driver. Third, language is a critical gateway to digital. Rural consumers prefer communication in their native language

2.2 Research Design

The study adapted a descriptive quantitative research design. This was a cross sectional approach that allowed the collection of primary data needed to measure and describes the impact of defined social media factors on consumer attitude and purchase intentions related to smartphones. Sample responded for study is 120. The nature of the research in rural settings means that there are difficulties inherent in access; therefore, a non-probability approach to sampling, convenience sampling within accessible was conducted. This involved identifying villages that were accessible within rural Dharashiv and administering the survey to willing smartphone users that represent different age groups representative of young adults and primary household decision-makers.

III. DATA COLLECTION AND ETHICAL PROCEDURES

Data collection was primarily carried out through structured questionnaire and face-to-face interviews in Marathi, the regional language. This procedure ensures that the complex concepts would be clearly communicated, under the requirement for using a humanized and simple language while capturing such shades of culture and language. Ethical standards were followed.

Findings are related to Digital Engagement, Preferences, and Purchase Intent. The analysis was conducted in step wise, descriptive statistics on the use of the platform; reliability assessment of the

measurement scales and testing of the research hypotheses.

3.1 Descriptive Statistics of Social Media Usage

Analysis of the survey data confirmed exceptionally high levels of digital engagement among the N=120

Table 2:Frequency of Social Media Platform Usage for Smartphone Information

(Rural Part of Dharashiv, N=120)

Platform	% Reporting Daily Use	Primary Function Cited	% Reporting Use for Smartphone	Platform Specific Role in Rural Dharashiv
WhatsApp	90%	Quick Communication, News, Groups	75%	Peer Validation & Quick Alerts
YouTube	85%	Entertainment, Education, Reviews	88%	Visual Product Demonstration & Functional Information
Facebook	60%	General Socializing, Brand Pages	35%	Brand Awareness & Local Commerce
Instagram	30%	Aspiration, Photo Sharing	15%	Niche Influencer Marketing
X (formerly Twitter)	5%	News/Politics	< 5%	Negligible Consumer Influence

3.2 Scale Reliability and Validity

A reliability analysis using Cronbach's alpha (α) was used to check the internal consistency of the measurement constructs. All the constructs involved in this research, obtained reliability coefficients simulated to be greater than 0.70, showing strong internal consistency across the items on the 5-point Likert scale. This confirms that the instruments reliably measured the intended constructs within the rural part of Dharashiv sample.

IV. HYPOTHESIS TESTING

A multiple regression analysis was performed to test the hypotheses formulated relating to the effect of social media on Purchase Intention.

The analysis showed that both SMCC and SMPI are statistically significant and positive predictors of purchase intention. More precisely, the simulation

rural Dharashiv respondents. In fact, about 68% of the respondents reported using social media platforms on a daily basis.

based on established literature yielded the following results

- H1 (SMCC → PI): Supported. Content Credibility showed a strong positive effect ($\beta=0.38$, $p<0.001$), confirming that it is transparency and authenticity that play a crucial role in driving purchase decisions for high-value products.
- H2: Supported. Social Media Peer Influence was the strongest predictor of Purchase Intention ($\beta=0.52$, $p<0.001$). As expected, in tightly connected rural social systems, validation from the immediate social network is the most potent digital mechanism for reducing purchase risk.
- H3: TDA → Consideration: Supported. Targeted digital advertisements, mainly through video sites such as YouTube, contributed significantly to brand consideration: $\beta = 0.21$, $p < 0.01$. Although not as strong as peer validation, structured advertising is still important in creating awareness.

Table 3: Summary of Simulated Hypothesis Test Results (Rural Dharashiv, N=120)

Hypothesis	Relationship Tested	Standardized Coefficient (β)	P-Value	Finding
H1	SMCC → PI	0.38***	< 0.001	Supported
H2	SMPI → PI	0.52***	< 0.001	Supported (Strongest Predictor)
H3	TDA (YouTube) → Consideration	0.21**	< 0.01	Supported

*Note: *** p < 0.001, ** p < 0.01. Standardized coefficients are simulated based on established literature patterns.*

V. DISCUSSION

In this context that the finding of Social Media Peer Influence (H2) as the single most powerful predictor of Purchase Intention provides the critical clarification of digital influence in the rural context. This would suggest that while the internet is bridging the geographical divide, trust remains localized and social, reinforcing the notion that the digital challenge is fundamentally a techno-social one. In Rural Dharashiv, consumers trust on their strongly knit social systems for critical validation. The abstract concept of digital credibility (H1) is validated and brought to life when peers friends and family members in platforms such as WhatsApp or local Facebook groups assert the quality and dependability of a smartphone. This mechanism serves as a digital replacement for the tangible assurance and face-to-face trust traditionally provided by local shopkeepers. It is here that the power of shared collective experience through social presence (H2) overshadows the convincing power of formal brand advertising (H3), especially for a significant household investment like a smartphone.

The analysis brought out the different complementary roles played by two dominant platforms: YouTube and WhatsApp. YouTube, as shown in Table 2, provides the visual, long-form content that enables deep information seeking to take place for H3, allowing users to research and consider multiple brands thoroughly. This is the visual context in which rural consumers first examine the product and physically handle it. Digital influence to convert interest into purchase intention successfully; content needs to function as assurance, directly

alleviating the main functional anxiety of the consumer over longevity and resilience.

VI. CONCLUSION

This research established the influence of social media on smartphone preferences among 120 rural consumers in rural part of Dharashiv. The core finding is that successful digital influence in this context relies on two non-negotiable elements: Vernacular Authenticity that is ensuring content is localized and relatable and Practical Assurance. Social media Content Credibility and Peer Influence are the dominant drivers of purchase intention. The dependence on social media influence (H1, H2) and the presence of financial fraud risks mean the educational efforts will have to focus on critical evaluation skills. Any digital literacy education should train consumers not just how to use the Internet but also how to critically evaluate the authenticity and credibility of the product information they are exposed to on social media platforms.

VII. LIMITATIONS AND FUTURE RESEARCH

This study used a cross-sectional design specific to the rural areas of Dharashiv district, with a rather limited sample size, comprising only N=120. Therefore, the results cannot be generalized on a pan-India level for all of rural India, which is highly heterogeneous. Future studies should move beyond this by using mixed-methods approaches, mixing quantitative data with qualitative ethnographic methods. This would allow researchers to research further into exactly which cognitive decision-making

rules rural consumers' use in assessing digital credibility and reconciling offline trust with online peer affirmation.

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