

The impact of social media influencer on consumer buying behaviour towards fashion apparels at rural areas

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Abstract:

This study examines the impact of social media influencers on the buying behaviour of rural consumers toward fashion apparel in Bagalkot District. Primary data were collected from 101 respondents using a structured questionnaire and analyzed with SPSS. The research focuses on influencer credibility, trustworthiness, expertise, and social media engagement as factors influencing purchase intention. The findings reveal that influencer credibility and trustworthiness have a significant positive effect on consumers' purchase intentions, while education significantly influences buying behaviour. However, gender, age, and occupation do not show a significant impact. The study concludes that social media influencers play an important role in creating awareness and shaping purchase intentions among rural consumers. Fashion brands should collaborate with credible influencers and create authentic, engaging content to strengthen their presence in rural markets and increase consumer trust and sales.

The present study is an attempt to study impact of social-media influencers on buying behaviour of rural consumers towards fashion apparel in Bagalkot District. A structured questionnaire was administered to 101 respondents selected by random sampling. The study focused on key factors such as influencers' credibility, trustworthiness, and expertise as well as their social-media engagement and how these affected consumers' purchase intentions. The sample consisted mainly of young adults of age group 21-30 years, graduates and respondents in agriculture, service and student occupations.

The findings indicate that social-media platforms such as YouTube, Instagram and Facebook have a significant role in exposing rural consumers to fashion trends and apparel brands. The majority of respondents saw influencers as knowledgeable, experienced and somewhat trustworthy. The credibility and trustworthiness of influencers positively affected the interest of consumers in fashion products. However, respondents were still hesitant to fully trust recommendations from influencers and would prefer to evaluate products before deciding to buy.

Statistical analysis indicated that influencer credibility and trustworthiness had significant positive effect on purchase intention toward fashion apparel. The results showed that education affect significantly on purchase intention but there were no significant difference on gender, age, and occupation. The study also

suggests which engagement with social-media increases awareness and interest for fashion products, even though consumers generally engage passively with influencer content.

The study concluded that social-media influencers are effective in shaping awareness, attitudes and purchase intentions of rural consumers.

Fashion brands need to work with credible influencers, create authentic content, and strategically use social-media platforms to enhance their presence in rural markets. Boosting consumer engagement and apparel sales in rural markets can also be achieved by increasing digital awareness, building trust and offering affordable fashion choices.

1. Introduction

The rapid growth of social-media platforms in recent years has changed way in which consumers identify, assess and buy products across a wide range of markets including the fashion apparel industry. Social-media influencers on platforms such as Instagram, Facebook, YouTube and short-video apps have emerged as powerful agents in shaping consumer perceptions, preferences and buying patterns through visually engaging & persuasive content. As digital connectivity expands beyond urban and semi-urban centers, rural populations in India and other developing areas are emerging as increasingly active participants in online spaces. The proliferation of affordable smartphones, low-cost internet plans and increased digital literacy has opened new avenues for rural consumers to interact with fashion trends, brands and recommendations created by influencers.

Traditionally rural consumers relied on local retailers, family references and community recommendations while making fashion-related decisions. But the digital revolution had also given us a new source of influence. Social-media influencers create relatable, aspirational or trend-driven content that reaches rural audiences instantly. Influencers provide product reviews, styling ideas, fashion tips, and brand endorsements, making the fashion world more accessible and understandable for rural consumers who may-not be familiar with branded products. Because they can speak local languages, use expressions that are familiar to the culture and offer fashion options that are affordable, they have more influence in rural markets. Thus, the social-media has started to close the information gap between the urban fashion centers and rural areas, allowing rural consumers to make better informed purchasing decisions.

Several emerging trends have made the impact of social-media influencers on rural apparel buying behaviour a matter of great importance. "First, there is rising disposable income in rural India and rural consumer is getting increasingly interested in branded and fashion apparel. Secondly, rural areas now being eyed by fashion brands as untapped markets with high growth potential. Third, young people in rural areas are increasingly fashion-conscious and online trends rather than just traditional norms shape their preferences. However, the influence of influencers on purchase decisions in rural areas is less studied than in urban areas. Many studies have looked at influencer credibility, trustworthiness, expertise and engagement in urban settings, but very-few have examined whether these factors equally influential on rural consumers.

Further, there are unique variables such as digital literacy, affordability constraints, availability of fashion brands, cultural norms, and community expectations that may influence the buying decisions of rural

consumers. The factors may react differently to influencer-led marketing campaigns than urban consumption behaviour. For instance, rural consumers might still rely largely on peer validation or local shopkeepers even after watching influencer content. While the likes, comments, or shares of influencers' content might be less in rural areas, the content could influence buying choices indirectly through word-of-mouth or personal aspirations. Understanding these dynamics becomes crucial for marketers, brands & policymakers aiming to create inclusive & effective digital marketing strategies.

Moreover, the impact of social-media interaction like likes, comments, shares & online reviews add another dimension of influence that cannot be ignored. Engagement metrics are also important for the perceived credibility of influencers, and rural consumers may view high engagement as an indicator of product quality or trend-worthiness. This is even more important in rural markets where direct access to branded fashion outlets is limited and social proof through online engagement becomes a key driver of trust. Therefore, it is important to study effect of social-media engagement on the decision making of rural consumers to understand the overall effect of influencers on the apparel purchases.

The study on role of social-media influencers in influencing fashion apparel buying behaviour is not just relevant but also necessary in context of fast penetration of digital and evolving consumption patterns in the rural areas. Thus, this research aims to bridge the research gap by examining effect of critical factors such as influencer credibility, trustworthiness, expertise and social-media engagement on purchase intentions of rural consumers. The research is specialized in the rural areas such as Bagalkot district and it is providing localized insights to the academic literature and marketing applications. Understanding the impact of influencers on rural purchasing behaviour allows brands to develop more effective communication strategies, develop culturally relevant marketing campaigns and improve their presence in emerging rural fashion markets.

2. Importance of Consumer Behavior

- **Understanding Customer Preferences**

Brands must know what their customers like in terms of style, color, and fabric. This insight helps them create products which appeal directly to their audience. By studying behavior, companies can anticipate what shoppers will choose. It ensures that collections are aligned with real consumer desires, not just assumptions.

- **Trend Prediction**

Fashion trends change quickly, and understanding consumer-behavior allows brands to anticipate shifts. Observing buying patterns helps forecast which styles will be popular. This ensures which products are launched at the right time. Accurate trend prediction reduces the risk of unsold inventory and increases sales.

- **Targeted Marketing**

Knowing how consumers behave enables precise segmentation of the market. Brands can focus on specific groups with tailored campaigns that resonate. This increases the efficiency of advertising and promotions. It also strengthens engagement by addressing the unique needs of each segment.

- **Brand Loyalty Development**

By satisfying consumer expectations consistently, brands encourage repeat purchases. Understanding behavior helps in creating loyalty programs that appeal to buyers. Customers feel

more connected when their preferences are considered. Strong brand loyalty also reduces the influence of competitors.

- **Pricing Strategy Optimization**

Consumer insights reveal how much buyers willing to pay for different apparel. Brands can adjust prices based on perceived value and demand trends. This avoids overpricing that drives customers away or underpricing that reduces profit. Smart pricing ensures both profitability and customer satisfaction.

3. Consumer Trust in Social-Media Influencers

- **Authenticity Builds Trust**

Consumers trust influencers who seem genuine and sincere in their recommendations. When followers believe an influencer personally uses or supports a product, credibility increases. Authentic content feels more like advice than advertising. This honesty strengthens the bond between influencer and audience.

- **Expertise Matters**

Trust grows when influencers demonstrate knowledge or skill in a particular area. For example, a skincare influencer reviewing products is more persuasive than a general content creator. Expertise assures consumers that advice is informed and reliable. It reduces skepticism about recommendations.

- **Transparency Enhances Confidence**

Clear disclosure of sponsored posts or partnerships is essential for building trust. Followers appreciate honesty about promotional content rather than hidden advertising. Transparency signals ethical behavior and respect for the audience. This encourages engagement and loyalty.

- **Consistency in Content**

Regular, high-quality content fosters sense of reliability among followers. When influencers consistently provide valuable insights or reviews, consumers feel they can depend on their opinions. Predictable content strengthens trust over time. Consistency also reinforces the influencer's brand identity.

- **Engagement and Responsiveness**

Influencers who interact with followers by responding to comments or messages build stronger trust. Active engagement shows they value their audience's opinions and questions. This creates a sense of personal connection. Consumers are more-likely to consider recommendations from influencers who listen.

- **Impact on Purchase Decisions**

High consumer trust directly influences buying behavior. Followers are more willing to try products suggested by influencers they trust. This trust also affects brand perception and loyalty. Brands leverage this confidence to reach audiences effectively through influencer marketing.

4. Consumer Perception in Social-Media Influencers

- **Perceived Credibility**

Consumer perception is strongly influenced by how trustworthy an influencer appears. When influencers communicate honestly and avoid exaggerated claims, audiences view them as credible. Credibility shapes whether followers accept or reject recommendations. A credible influencer creates positive brand associations.

- **Relatability and Similarity**

Consumers perceive influencers more positively when they feel personally connected to them. Similar lifestyle, language, or values make influencers appear more approachable. This sense of similarity increases attention and acceptance. Relatable influencers are often seen as more persuasive.

- **Content Quality and Presentation**

High-quality visuals, clear communication, and well-structured content improve consumer perception. Professionally presented content signals seriousness and effort. Poor or inconsistent content can reduce perceived reliability. Quality directly affects how messages are interpreted.

- **Transparency of Intent**

Consumers closely observe whether influencers clearly disclose paid promotions. Honest disclosure improves perception and reduces feelings of manipulation. Hidden sponsorships can damage trust and credibility. Transparency leads to a more favorable and ethical image.

- **Consistency of Behavior**

Consumers form perceptions based on long-term influencer behavior. Consistent opinions, posting style, and values build a stable image. Sudden changes or contradictory endorsements create doubt. Consistency reinforces positive perception over time.

- **Influence on Brand Image**

Consumer perception of influencers often transfers to the brands they promote. A well-respected influencer enhances brand value and acceptance. Negative influencer behavior can harm brand perception. Thus, influencer image directly impacts consumer judgment.

5. Consumer Buying-Behavior

Consumer buying-behavior refers to the actions and decision-making process followed by consumers while purchasing products or services. It explains how individuals recognize their needs, collect information, compare different products, make purchase decisions, and evaluate their satisfaction after using the product. Consumer buying behavior is influenced by psychological, social, cultural, and economic factors.

In the fashion apparel industry, buying behavior is very important because consumers have many choices regarding brands, styles, prices, and product quality. Social-media has significantly changed the buying behavior of consumers, especially in rural-areas, where people are now exposed to fashion trends and online marketing through digital platforms.

6. Stages of Consumer Buying-Behavior

• Need Recognition

The first stage of consumer buying-behavior is need recognition. In this stage, consumers realize they need a product. For example, person may feel the need to buy new clothes for a festival, wedding, college function, or personal style improvement.

Social-media influencers often create this need by showcasing trendy outfits, fashion styles, and branded apparel. When rural consumers watch influencers wearing fashionable clothes, they may develop interest in similar products.

• Information Search

After recognizing the need, consumers search for information about available products and brands. They collect details regarding:

- Product quality
- Price
- Design and style
- Brand reputation
- Customer reviews

Today, social-media platforms such as Instagram, YouTube, Facebook, and WhatsApp are major sources of information. Consumers watch influencer videos, fashion reels, product demonstrations, and customer reviews before purchasing apparel products.

Influencers help consumers by explaining product features, styling methods, pricing, and quality, which reduces confusion during the buying process.

• Evaluation of Alternatives

In this stage, consumers compare different brands and products based on factors such as:

- Price
- Quality
- Design
- Comfort
- Brand image
- Customer reviews

Rural consumers often compare affordable fashion brands and prefer products that provide value for money. Social-media influencers influence this stage by recommending specific brands and

explaining the advantages of certain products. Positive influencer reviews increase the chances of product selection.

- **Purchase Decision**

After evaluating alternatives, consumers decide whether to purchase the product. The purchase decision may depend on:

- Influencer recommendation
- Product affordability
- Attractive discounts
- Positive online reviews
- Family or peer suggestions

Influencers encourage consumers to purchase products through promotional content, discount coupons, affiliate links, and styling videos. Their recommendations increase consumer confidence, especially in online shopping.

- **Post-Purchase Evaluation**

The final stage is post-purchase evaluation, where consumers analyze whether they are satisfied with the product. If the product meets expectations, consumers may:

- Buy again
- Recommend the product to others
- Share positive reviews

If consumers are dissatisfied, they may avoid the brand in the future and share negative feedback.

7. Role of Social-Media Influencers in Fashion Marketing

Social-media influencers play an important role in promoting fashion products & influencing consumer buying decisions. Through platforms such as Instagram, YouTube, and Facebook, influencers help fashion brands connect with consumers, especially rural youth. Their content affects customer awareness, trust, and purchasing behavior.

- **Product Awareness**

Influencers help introduce new fashion products and brands to rural consumers. They promote clothing items, footwear, and accessories through reels, videos, photographs, and live sessions. Many rural consumers learn about trending fashion styles and newly launched products through influencer content. This increases awareness about brands and available fashion choices.

- **Trust Building**

Followers trust influencers because they appear genuine, relatable, and experienced. Influencers often share personal opinions, product usage experiences, and honest reviews, which create confidence among consumers. Rural consumers are more-likely to believe recommendations from

influencers than traditional advertisements because influencers communicate in a friendly and realistic manner.

- **Trend Creation**

Influencers create and spread fashion trends by posting styling videos, outfit ideas, and fashion tips. Rural youth often follow these trends and try to imitate influencer dressing styles. Influencers play major role in shaping fashion preferences and increasing interest in modern apparel products.

- **Purchase Motivation**

Influencers motivate consumers to purchase fashion products by providing:

- Product reviews
- Styling suggestions
- Discount offers
- Coupon codes
- Brand recommendations

Positive influencer opinions encourage consumers to make purchase decisions quickly. Their promotional content increases excitement and interest in fashion products.

- **Brand Engagement**

Influencers improve communication between brands and consumers. Through comments, live chats, Q&A sessions, and interactive posts, influencers create stronger customer engagement. Consumers can directly ask questions about products and receive feedback, which improves customer satisfaction and brand loyalty.

8. Factors Influencing Consumer Buying-Behavior

Consumer buying-behavior towards fashion apparel is influenced by several important factors. These factors affect how consumers search, evaluate, and purchase products.

- **Attractive Content**

Creative and visually appealing content attracts consumer attention. Fashion reels, styling videos, high-quality photographs, and product demonstrations make products look more attractive. Interesting content increases consumer interest and encourages engagement with fashion brands.

- **Peer Influence**

Friends, family members, and social groups strongly influence buying decisions, especially in rural areas. Consumers often discuss products with others before purchasing. Positive opinions from peers increase confidence in selecting fashion apparel.

- **Price of Fashion Products**

Price is one of most important factors affecting rural consumers. Affordable and budget-friendly products attract more buyers because rural consumers are generally price-sensitive. Discounts and special offers also encourage purchasing decisions.

- **Brand Reputation**

Consumers prefer brands with a strong reputation for quality and reliability. Well-known brands create confidence among buyers because they associated with better product standards and customer satisfaction. Brand image strongly affects purchasing behavior.

- **Online Reviews**

Online-customer reviews and ratings help consumers evaluate product quality before purchasing. Positive reviews increase trust and reduce uncertainty regarding online shopping. Rural consumers often check reviews and influencer feedback before buying fashion products online.

- **Influencer Credibility**

Consumers prefer influencers who are honest, trustworthy, and knowledgeable. Credible influencers provide genuine reviews and accurate information about products. When consumers trust an influencer, they are more-likely to follow their recommendations and purchase promoted products.

9. Advantages of Influencer-Marketing in Rural Areas

- **Increases Brand Awareness**

Influencer marketing helps fashion brands reach rural consumers effectively. Social-media influencers introduce new clothing brands, fashion styles, and apparel products through videos, reels, photos, and live sessions. Rural consumers who may-not know about certain brands become aware of them through influencer promotions. This increases product visibility and market reach.

- **Creates Customer Trust**

Consumers often trust influencers more-than traditional advertisements because influencers share personal experiences and honest opinions about products. When influencers recommend fashion apparel, rural consumers feel more confident about product quality and reliability. Trust plays major role in influencing purchasing decisions in rural markets.

- **Reaches Young Consumers Quickly**

Rural youth actively use social-media platforms such as Instagram, YouTube, and Facebook. Influencer marketing helps brands quickly connect with young-audiences who are interested in modern fashion trends. Influencers create engaging content that easily attracts younger consumers.

- **Promotes Affordable Fashion Trends**

Many influencers promote budget-friendly fashion products suitable for rural consumers. They showcase affordable outfits, styling ideas, and discount offers that match the financial conditions of rural customers. This helps consumers stay updated with fashion-trends at reasonable prices.

- **Encourages Online Shopping**

Influencers educate consumers about online shopping platforms, payment methods, and product ordering processes. Their product demonstrations and reviews reduce fear and uncertainty about online purchases. As a result, rural consumers become more comfortable purchasing fashion apparel online.

- **Improves Sales and Brand Visibility**

Effective influencer marketing increases customer interest and purchasing behavior, which directly improves product sales. Influencers continuously promote-brands through social-media content, increasing visibility and customer engagement. This helps fashion companies strengthen their market position in rural-areas.

10. Challenges Of Influencer Marketing In Rural-Areas

- **Limited Internet Connectivity**

Many rural-areas still face poor internet networks and slow connectivity. Because of this, consumers may not be able to watch videos, live sessions, or fashion content properly. Limited internet access reduces the effectiveness of influencer-marketing campaigns.

- **Lack of Digital Literacy**

Some rural consumers have less knowledge about using smartphones, social-media applications, and online shopping platforms. They may find it difficult to search products, compare brands, or complete online transactions. Low digital literacy affects the success of influencer marketing.

- **Fake Influencer Promotions**

Some influencers promote low-quality or fake products only for financial benefits. Misleading advertisements can create dissatisfaction among consumers & reduce trust in influencer marketing. Rural consumers may struggle to identify genuine and fake promotions.

- **Low Purchasing Power**

Most rural consumers have limited income levels & prioritize essential needs over fashion products. Even if influencers promote trendy apparel, consumers may not always afford expensive products. Price sensitivity remains a major challenge in rural markets.

- **Difficulty in Verifying Product Quality**

Online shopping doesn't allow consumers to physically check product quality before purchasing. Rural consumers may hesitate to buy fashion apparel because they cannot verify fabric quality, size, durability, or comfort directly. This creates uncertainty during the buying process.

- **Language Barriers**

Many influencers create content mainly in English or Hindi, which may not be understood by all rural consumers. Language differences can reduce communication effectiveness and limit

audience engagement. Regional language content is important for improving influencer marketing success in rural areas.

11. Literature Review

1. **Analyzing The Impact of Social-media Influencers On Consumer Shopping Behavior**

The 2024 quantitative study by Bilal Afzal, Xiao Wen, Ahad Nazir, Danish Junaid, and Leidy Johanna Olarte Silva used moderated mediation model (Smart-PLS 4) on 988 online shoppers in Pakistan. The research examined how Social-media Influencers (SMIs) affect online shopping behavior (SMSB) through shopping intention (ISSM), considering the moderation of brand credibility (BC) and individual shopping values (utilitarian/hedonic). The key finding was that Brand Credibility significantly moderates the relationship between SMI and shopping intention. Additionally, Utilitarian Shopping Value significantly moderates the conversion of shopping intention to shopping behavior, while Hedonic value was found to be insignificant.

2. **Investigating The Impact of Influencer's Marketing on Online Impulsive Buying-Behavior**

Rai Sheraz Ahmed and Ali Nasir's 2024 quantitative study utilized a deductive approach with a convenience sample of 300 young Pakistani consumers who purchase apparel, analysed using PLS-SEM and SPSS. They investigated impact of influencer marketing on online impulsive buying behavior (OIBB), focusing on mediating roles of Electronic Word-of-Mouth (E-WOM), fanaticism, and hedonic value⁶. The outcomes supported that influencer marketing has a significant positive relation with E-WOM, Fanaticism, and Hedonic Value. Furthermore, all 3 variables were found to significantly and positively mediate relationship between influencer marketing and OIBB.

3. **The cross-regional approach of female online purchase intention and behaviour via social media**

Jyotsna Rai and Rakesh Kumar Yadav conducted an exploratory literature review in 2021, analyzing 78 articles focused on consumers' purchase intentions toward social-media for online apparel buying, especially in Indian context. The goal was to review existing factors influencing female online apparel buying behavior and propose a comprehensive conceptual-framework for future studies. They identified 43 vital factors influencing online buying-behavior and proposed a framework that incorporates Regional Influence (as a moderator), Social Advertising Portals, Perceived Effectiveness, and Easy Usage.

4. **The impact of social-media influencer on the buying behaviour of gen z in india**

Aivin Chakola's 2022 quantitative-study used purposive sampling and ANOVA with 200 Generation Z respondents in India. The research analyzed how five credibility traits of SMIs—Knowledge, Relatability, Helpfulness, Confidence, and Articulation—impact trust (the mediator), which subsequently influences the buying behavior of Gen Z. The study found that all 5 traits significantly develop trust, and trust in SMIs significantly & positively impacts buying behavior. The top reason (27%) Gen Z buys endorsed products is their new and trending nature.

5. How fashion influencers contribute to consumers' purchase intention

Youssef Chetoui, H. Benlafqih, and H. Lebdaoui conducted a 2020 quantitative study using a combined conceptual model (TPB + prior literature) with 610 Moroccan respondents. The study examined the impact of attitudes toward Fashion Influencers (FIs) on brand attitude and consumer purchase intention, and it identified the factors affecting attitudes toward FIs. Findings showed that attitudes toward FIs positively impact brand attitude ($\beta=0.642$) & purchase intention ($\beta=0.288$). Perceived credibility, trust, and expertise were found to significantly impact attitude toward FIs.

6. A review of the literature on effects of social-media on buying fashion apparel intention and decision

Win Min Thein's 2022 research was a concept-driven systematic literature review of 50 secondary sources from the last five years. The review evaluated effect of social-media on the buying decisions of Thai consumers in the fashion apparel industry. The main conclusion that high engagement, communication, & influencer marketing are the dominant factors affecting fashion apparel buying intention and decisions.

7. Analyzing the influence of social-media influencers on consumer purchase intention

Rakshya Khadka and Chompu Nuangjamnong performed a 2024 quantitative study using multiple linear-regression with 390 Nepalese respondents. Their investigation focused on the influence of SMIs' trustworthiness, credibility, authenticity, and expertise on consumer-purchase intention in the Nepalese fashion market. Key finding was that credibility and expertise significantly impact consumer purchase-intention ($p<0.001$), while trustworthiness and authenticity were found to not significantly impact it.

8. A study on financial pattern of smallscale women entrepreneurs during covid-19 situations

Dr. Tushar K. Savale, Dr. Sandeep Nandram Dive, Dr. Amit Arun Medhekar, and Prof. Neha Sharma conducted a 2022 descriptive analysis based on a survey of 180 small-scale women entrepreneurs. The study focused on financial management patterns, sources of funding, and challenges faced during the COVID-19 pandemic. The results indicated that money problems (57.78%) represent the major challenge, and most entrepreneurs (48.89%) choose to invest their profits in bank Fixed Deposits.

9. Effect of Social-media Influencer on Consumer Purchase Intention: A PLS-SEM Study on Branded Luxury Fashion Clothing

The research paper authored by Irfan Ul Haque, Sherbaz Khan, and Muhammad Shahzad Mubarik in 2023 explores the impact of digital-influencers on the purchase intentions of 123 Pakistani consumers regarding branded luxury fashion. Using Partial Least Squares Structural-Equation Modeling (PLS-SEM), the study evaluates five factors: mainstream celebrities, bloggers/vloggers, micro-influencers, social circles, and social-media usage. Findings indicate that while social circles and general social-media involvement significantly and positively influence purchase intentions, mainstream celebrities, bloggers, and micro-influencers have a negligible or statistically insignificant effect in the Pakistani luxury market. This suggests that personal social networks and

active platform engagement are more critical drivers for luxury fashion adoption in this region than traditional influencer endorsements.

10. Modelling the impact of social-media influencers on behavioural intentions of millennials: The case of tourism in rural areas in Greece

The 2017 study by Chryssoula Chatzigeorgiou examines how social-media influencers (SMIs) affect Greek millennials' decisions to visit rural tourism destinations. Analyzing 273 survey responses through structural equation modeling (SEM), the research found that famous people, an influencer's number of followers, and the specific activities they present at a destination significantly drive trust and purchase intentions. However, the study also noted that the payment of fees to an influencer can negatively affect their perceived credibility. Surprisingly, the specific rural values an influencer claims to embrace and perceived authenticity of the experience did not have statistically significant impact on trust.

11. Social-media and Influencer Marketing Towards consumers' buying behavior: the emerging role of Millennials in Ho Chi Minh City

The 2020 study by an Nguyen investigates the impact of social-media and influencer marketing on the fashion purchasing decisions of millennials in Ho Chi Minh City, Vietnam. By utilizing a mixed-methods approach that included quantitative surveys of 120 millennials and qualitative interviews with local fashion brands, the research found that influencer marketing significantly drives buying intentions. The primary factors behind this influence are the perceived credibility and trustworthiness of the influencers, combined with the high relatability of their content to the daily lives of their audience.

12. Influence of integrated marketing communication to brand awareness & brand image toward purchase intention of local fashion product

Nahda Ihzaturrahma and Nurrani Kusumawati conducted a 2021 quantitative study using SEM-PLS analysis on 215 Indonesian consumer. The research aimed to identify which Integrated Marketing Communication (IMC) methods (Advertising, E-WOM, Sales Promotion) influence Brand Awareness & Brand Image toward Purchase Intention (PI). The findings revealed that Sales Promotion is the most influential factor on PI, and both Advertising and Sales Promotion positively influence Brand Image and Brand Awareness. E-WOM was not found to have a significant positive impact on PI.

13. A study of social-media influencers & impact on consumer buying-behaviour in the unitedkingdom

Dr. Fred Chan's 2022 quantitative study used a SEM model with 483 TikTok users in the United Kingdom. The primary goal was to investigate how Social-media Influencers (SMIs) affect customer loyalty and choice imitation (purchase behavior). The study determined that personality and content features positively influence choice imitation, and customer loyalty mediates this effect. An additional finding was that a higher income level amplifies the effect of content features.

14. A study on impact of subjective norms on consumer-behavior towards apparel brands in rural area

Prof. S. Bhosale, Dr. A. Pawar, and Prof. S. Rathore conducted a 2022 descriptive research study using regression analysis on 395 Indian consumers. The research investigated influence of subjective norms on online apparel purchase intentions in rural India, based on Theory of Planned Behavior (TPB). The results showed that subjective norms significantly influence consumer-behavior, and the strongest predictor identified was the Attitude towards using the internet.

15. Impact of Social Networking on Consumer Purchasing Behaviour

The 2024 study by Zehra Zulfikar, Syed Mohd Minhaj, and Ada Rehman examines how social networking platforms like Facebook and Instagram influence consumer buying patterns in New Delhi. Through a quantitative analysis of 120 survey respondents, the research found that social-media has become a primary source for information seeking and brand engagement. The primary outcomes indicate that peer recommendations and online reviews significantly drive consumer awareness, while active brand interaction on these platforms directly strengthens trust and final purchase intentions.

16. An analysis of mainstream and social-media influences on consumer perception in fashion adoption

Syed Ali Hassan Shah, Abdul Ghani, and Muhammad Kashan Atif conducted a 2024 quantitative study using Elaboration Likelihood Model (ELM) with 484 Pakistanis. Their research compared whether social-media or mainstream media exerts a stronger influence on fashion adoption. The analysis concluded that SocialMedia exerts a stronger, significant influence on fashion adoption ($\beta=0.110$) than Mainstream Media ($\beta=0.098$).

17. Assessing effectiveness of social marketing strategies in regulating exploitative buying-behaviour in bangalore's urban sector

Suriya Kumari, S. Mani, and A. Arumugam's 2024 mixed-methods study involved 384 Bangalore consumers. The research evaluated the effectiveness of social marketing strategies in mitigating exploitative buying behavior. The study reported that exploitative buying is widespread, but campaigns focused on ethical consumption and sustainability show promise in regulation. A minority of respondents reported being directly influenced by the campaigns.

18. The role of social-media engagement in shaping consumer buying patterns

Nuri Aras and Ester Dharmo's 2024 mixed-methods study (survey, $n=201$) investigated the impact of social-media marketing and advertising strategies on purchasing behavior in the Albanian textile sector. The findings indicated a significant preference for online channels (95%). Product quality (28%) was identified as most crucial factor in purchasing decision, and all hypotheses tested showed a significant positive relationship.

19. An investigation of impact of Facebook and Instagram on consumer buying behaviour

D. Tzavara, P. Clarke, and F. Misopoulos conducted a 2019 quantitative study using an online survey to explore impact of Facebook and Instagram on retail fashion consumers' buying-behavior

in Rhodes, Greece. The study found that both platforms influence consumer behavior. However, this influence is often observed to be passive rather than resulting from active engagement.

20. Analyzing the Impact of Social-media Influencers on Consumer Shopping Behavior: Empirical Evidence from Pakistan

This 2024 study by Bilal Afzal and colleagues examines the psychological mechanisms through which social-media influencers (SMIs) drive consumer shopping behavior (SMSB) in Pakistan. Based on an empirical analysis of 988 online shoppers, the research found that SMIs significantly enhance consumers' shopping intentions and final purchase behaviors. A key outcome of the study is role of brand credibility, which strengthens the link between influencer content & shopping intent. Additionally, while utilitarian shopping values (finding functional or practical benefit) significantly moderate the transition from intention to actual behavior, hedonic shopping values (seeking pleasure or entertainment) were found to be statistically insignificant in this specific consumer context.

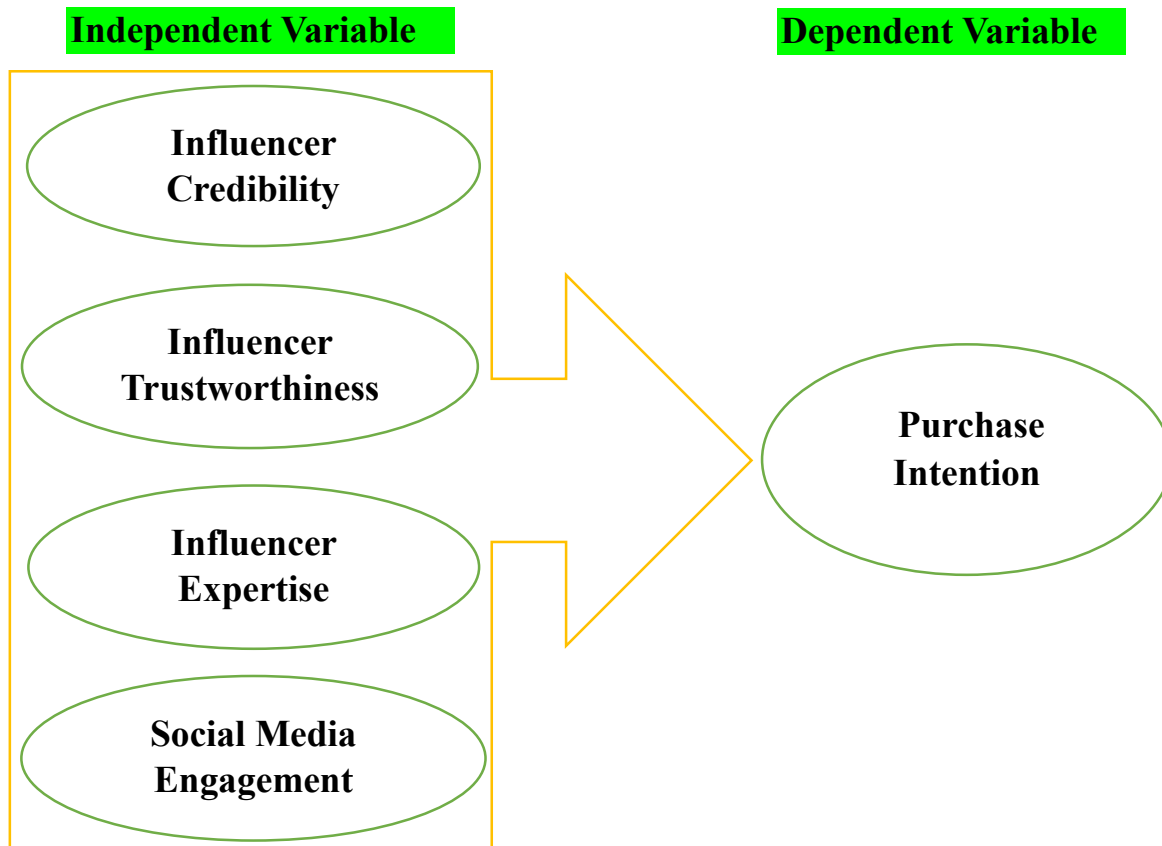
12. Problem Statement

The influence of social-media influencers on consumer buying-behavior is well documented in urban markets, but its effect on rural fashion apparel buyers remains unclear. Existing studies mainly examine online shoppers, youth groups, or city consumers, creating a gap in rural-focused evidence. Rural buyers have different digital exposure, cultural values, and affordability levels that may change how they respond to influencer content. Current literature highlights credibility and trust as key factors, yet their relevance in rural apparel choices is still underexplored. There is limited understanding of whether influencer-driven promotions truly shape fashion preferences in rural-areas. This gap highlights need for research that specifically examines how influencers impact rural consumers' fashion apparel buying behavior.

13. Objectives

- To examine how social-media influencers affect consumer buying-behavior toward fashion apparel in rural areas.
- To analyze how influencer credibility, trustworthiness, and expertise influence rural consumers' purchase intentions for fashion apparel.
- To assess the role of social-media engagement (likes, comments, shares, and e-WOM) in shaping rural consumers' interest and decision-making for fashion apparel.

14. Theoretical Framework



15. Research Methodology

1. Type of Research

- Descriptive research helps in understanding the characteristics, perceptions, and attitudes of rural consumers toward influencer-based fashion promotions.
- Analytical research is used to examine relationships between key variables such as influencer credibility, trustworthiness, expertise, social-media engagement, and purchase intention.

2. Sources of Data

- **Primary Data**
Primary-data will be collected using a structured questionnaire designed on a 5-point Likert scale. Respondents will include rural consumers who purchase or show interest in fashion apparel brands. Data will be collected through physical surveys and mobile-based Google Forms to ensure accessibility in rural regions.
- **Secondary Data**
 - Research articles and journals
 - Previous studies on influencer marketing
 - Reports, government publications, and online resources

- These sources help support the theoretical background, literature review, and development of hypotheses.

3. Sampling Plan

- **Sample Frame**

The sample frame consists of rural areas of Bagalkot District, where consumers actively use smartphones and social-media platforms such as Instagram, Facebook, & YouTube.

- **Sample Unit**

The sample unit includes rural consumers aged 18 years and above who buy or intend to buy fashion apparels influenced by online content.

- **Sample Size**

A total of 100 respondents will be selected for the study. This size is adequate to run statistical tools such as correlation and regression using SPSS.

- **Sampling Technique**

The study uses Random Sampling Technique, enabling equal opportunity for respondents to be selected, ensuring unbiased data representation from rural consumers.

4. Tools for Data Analysis

Collected data will be analysed using:

SPSS (Statistical Package for the Social Sciences)

- Frequency and Percentage Analysis
- Descriptive Statistics (Mean, SD)
- Correlation Analysis
- Regression Analysis (to test hypotheses)

Microsoft Excel

- Data entry and cleaning
- Graphical representations (charts, bar diagrams, pie charts)

16. Hypotheses

Hypotheses 1

H₀: Demographic factors (gender, age, education, and occupation) do not significantly influence rural consumers' purchase intention towards fashion apparels.

H₁: Demographic factors (gender, age, education, and occupation) significantly influence rural consumers' purchase intention towards fashion apparels.

Hypotheses 2

H₀: Influencer credibility has no significant effect on rural consumers' purchase intentions for fashion apparel.

H1: Influencer credibility has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

Hypotheses 3

H0: Influencer trustworthiness has no significant effect on rural consumers' purchase intentions for fashion apparel.

H1: Influencer trustworthiness has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

Hypotheses 4

H0: Influencer expertise has no significant effect on rural consumers' purchase intentions for fashion apparel.

H1: Influencer expertise has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

Hypotheses 5

H0: Social-media engagement has no significant effect on rural consumers' purchase intentions for fashion apparel.

H1: Social-media engagement has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

17. Scope of The Study

This study focuses on examining how social-media influencers affect the buying-behavior of rural consumers toward fashion apparel. It analyses key influencer-related factors such as credibility, trustworthiness, expertise, & social-media engagement, and evaluates their influence on rural consumers' purchase intentions. The study is limited to rural areas where consumers actively use social-media platforms and show interest in fashion-related content. It specifically covers fashion apparel and does not extend to other product categories or urban populations.

18. Limitations of The Study

- The study covers only a limited rural population, which may restrict wider applicability.
- Internet connectivity issues in rural areas may affect reliability of responses.
- The study includes only social-media users, excluding non-digital rural consumers.
- Influencer impact is measured only for fashion apparel, not for other products.
- Time constraints may limit deeper exploration of changing rural buying trends.

19. Data Analysis & Interpretation

➤ Gender

Gender					
		Frequency	Percent	Valid-Percent	Cumulative Percent
Valid	Male	81	80.2	80.2	80.2
	Female	20	19.8	19.8	100.0
	Total	101	100.0	100.0	

Table 1: Gender

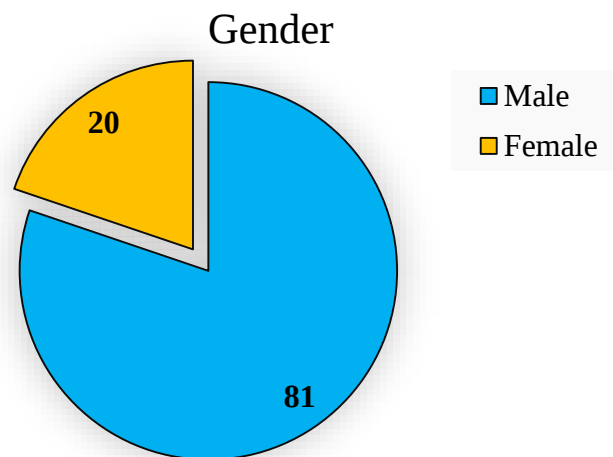


Figure 1: Gender

Analysis: The demographic profile of respondents was checked based on gender distribution, just to get a sense of how the sample was made up, overall. A total 101 people took part in the survey, so yeah that's the size of it. The data indicates that the sample leans quite a lot toward male participants, who make up 80% (n = 81) of the total group. Meanwhile, female participants represent 20% (n = 20) of the study population. So, it looks like the answers collected are mostly mirroring the male demographic, within the scope of the study.

Interpretation: From the gender spread of respondents it looks like the male participants make up the major part of the study, while the female participants are a smaller share. So, it seems the responses which were collected are mostly nudged by male opinions and personal experiences. The involvement of females is, in comparison, pretty limited within the survey. The data also hints that the research sample is not really balanced between the two genders, at all. In general, male respondents end up dominating the overall

makeup of the research. Female representation is there, sure but it stays comparatively low. And that sort of imbalance could trim down the variety of viewpoints shown in the findings. Overall, the survey plainly shows stronger participation from male participants than from female participants.

➤ Age Group

Age Group					
		Frequency	Percent	Valid-Percent	Cumulative Percent
Valid	Below 20	4	4.0	4.0	4.0
	21-30	83	82.2	82.2	86.1
	31-40	14	13.9	13.9	100.0
	Total	101	100.0	100.0	

Table 2: Age Group

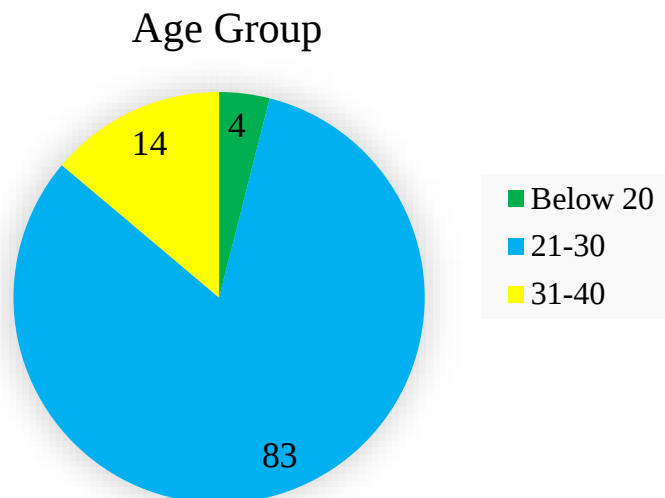


Figure 2: Age Group

Analysis: The frequency distribution table kind of represents the demographic profile of respondents, based on different age groups. The respondents are split into 3 age segments : Below 20 years, 21–30 years and 31–40 years. Out of those, the 21–30 years category is the biggest chunk of the sample, so it suggests young adults are kind the main participants in the study. The 31–40 years group takes the second largest share, while the Below 20 years segment has the lowest representation, in the overall sample. Also, the data that was collected is complete, meaning no missing responses at all, and the percentage distribution, it goes on and covers the entire sample population correctly.

Interpretation: The data kind clearly indicates that the surveyed population is mostly made up of young adults. There is this massive concentration of respondents in the 21–30 age bracket, (82.2%) and its kind suggests that insights gathered from this study mostly mirror the perspectives, behaviors, and preferences of people who are in their twenties. If you combine that with respondents under the age of 20, you end up with a cumulative total of 86.1% of the sample being 30 years old or younger, so yeah, it's pretty lopsided toward younger folks. That heavy skew toward a younger demographic implies the topic of the study is really relevant to youth or early career-professionals who are usually faster adopters of digital trends, quite active on social platforms, and sort of major drivers of modern consumer behavior. On the other hand, mature adults in the 31–40 range are only a small, add-on portion of the data. So older generational viewpoints are barely represented in these findings, or at least that's what it looks like from the numbers.

➤ Education

Education					
		Frequency	Percent	Valid-Percent	Cumulative-Percent
Valid	Primary	6	5.9	5.9	5.9
	Secondary	20	19.8	19.8	25.7
	Graduate	73	72.3	72.3	98.0
	Others	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

Table 3: Education

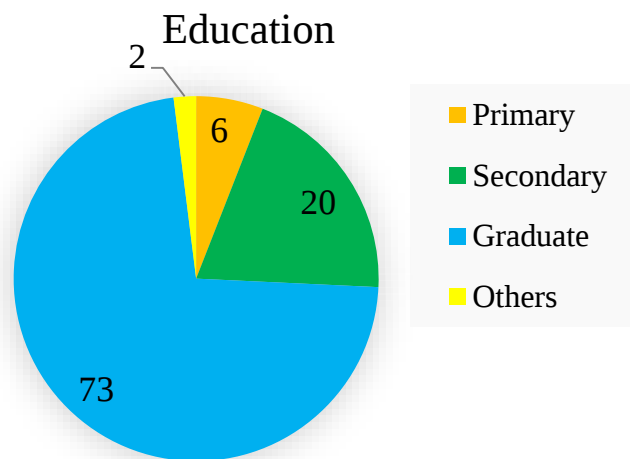


Table 3: Education

Analysis: The frequency distribution table sort of shows the education backgrounds of this 101-respondent sample that is split into four clear categories. From the numbers it looks like graduates are the biggest slice, by far 73 people, which is 72.3% of the total in this study. After that the secondary education group comes next, with 20 individuals, and they make up 19.8% of the overall population. Primary education is a far smaller part, only 6 respondents accounting for 5.9%. Then there are the remaining 2 respondents in the others category, contributing just 2.0% and that finishes, the full dataset, completely.

Interpretation: The findings kinda show that the surveyed sample is pretty well educated, with most people being those holding a university degree, like really. There is this massive concentration of respondents in the Graduate category (72.3%) which kind of means that data collected mostly mirrors the perspectives, attitudes and behaviors of an academically qualified, literate demographic. And if you combine Secondary with Graduate, you get a cumulative total of 92.1% of the participants, they have a high school level of education or higher. So that suggests the target audience of the study has a strong ability to grasp complicated concepts, make informed consumer choices, and respond rationally to market trends or digital influences. Meanwhile, the individuals with only primary-education or alternative qualifications (“Others”) are just a small slice, so overall the results are mostly leaning toward the viewpoints of an educated, mainstream academic group.

➤ Occupation

Occupation					
		Frequency	Percent	Valid-Percent	Cumulative Percent
Valid	Agriculture	32	31.7	31.7	31.7
	Business	6	5.9	5.9	37.6
	Service	25	24.8	24.8	62.4
	Student	35	34.7	34.7	97.0
	Others	3	3.0	3.0	100.0
	Total	101	100.0	100.0	

Table 4: Occupation

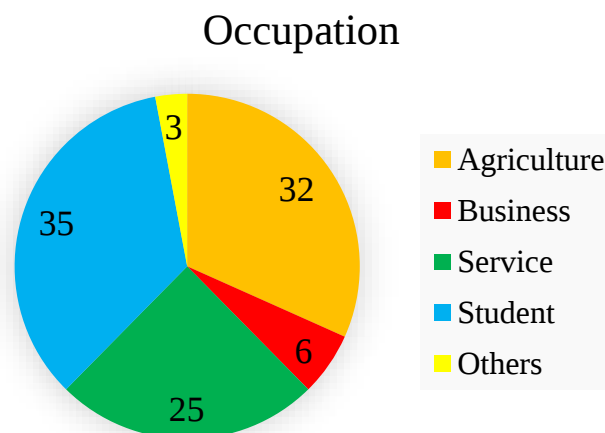


Figure 4: Occupation

Analysis: The frequency distribution table sort of shows the occupational status for a 101-respondent sample, split into five separate categories. Overall, the biggest chunk seems to be students, there are 35 people in that group which makes up 34.7% of the whole lot. This is followed quite closely by agriculture, where 32 respondents are counted, or 31.7% of the population we looked at. Then the service sector takes the next spot, with 25 respondents and 24.8% across the entire dataset. On the other side, business owners

only contribute 5.9% and the remaining “other” unlisted occupations come in at 3.0%, together they’re basically the smaller remnants of the study.

Interpretation: The findings show a really diverse work history among the surveyed people, with a strong mix coming from academia, farming, and the professional side. There are also quite a few students, plus folks in agriculture, so it looks like the insights we gathered here are mostly shaped by youth perspectives and by the rural or agrarian community, sort of indirectly. If we add up the student, agriculture, and service groups, we end up with a cumulative total of 91.2% covering the whole sample, which is a pretty big thing. That level means the topic of this study feels deeply relevant to individuals who are either about to step into the workforce or who already working within more structured roles and traditional livelihoods. On the other hand, corporate owners, independent business figures, and those in alternative or unlisted occupations are only a tiny and marginal share of the overall dataset. So in the end, commercial entrepreneurial views don’t really weigh much on the general outcomes, nor the final trends, of this research project.

➤ Which social-media platform do you use most for fashion content

Which social-media platform do you use most for fashion content					
		Frequency	Percent	Valid-Percent	Cumulative-Percent
Valid	YouTube	31	30.7	30.7	30.7
	Instagram	29	28.7	28.7	59.4
	Facebook	29	28.7	28.7	88.1
	WhatsApp	12	11.9	11.9	100.0
	Total	101	100.0	100.0	

Table 5: Which social-media platform do you use most for fashion content

Social media platform

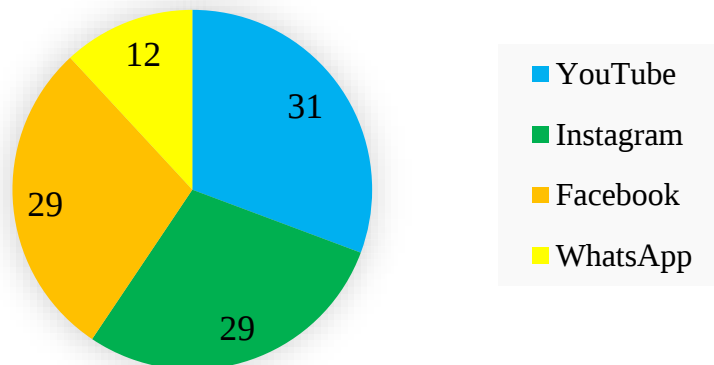


Table 5: Social-media platform

Analysis: So basically, the frequency distribution table tracks what 101 respondents chose for social media, they were consuming fashion content across four different platforms. The overall look shows this pretty tight, almost cutthroat competition in market share for the top three options in the study. YouTube ends up as the main one, just barely ahead, claimed by 31 individuals which is 30.7% of everyone. Then Instagram and Facebook are kind of locked together for second place, and each one takes 29 respondents which comes to 28.7% respectively, which is a pretty clean tie. Finally, WhatsApp kind of sits at the very bottom, as the least preferred medium, picked by only 12 participants, so that is 11.9%.

Interpretation: The findings show a fairly balanced kind of spread in media consumption behaviors among the surveyed audience, especially when it comes to style and lifestyle trends. It looks like YouTube, Instagram, and Facebook are almost equally popular, so marketers can't really bet on just one channel, because people's attention sort of splits evenly across different social ecosystems, not one clear place. If you mash YouTube and Instagram together, you get a total of 59.4% of participants who seem to prioritize highly visual, video-centric media for fashion updates. What's also interesting is that Facebook still has a pretty solid foothold with 28.7% in this sample, which kind of proves that the classic social feed is still influential in a very real way. On the other hand, WhatsApp sits low at 11.9%, and that suggests private messaging apps are mainly treated as personal communication utilities. So, these private networks are, in practice, rarely used by this group as active hubs for mainstream lifestyle or trend discovery.

➤ Influencer Credibility

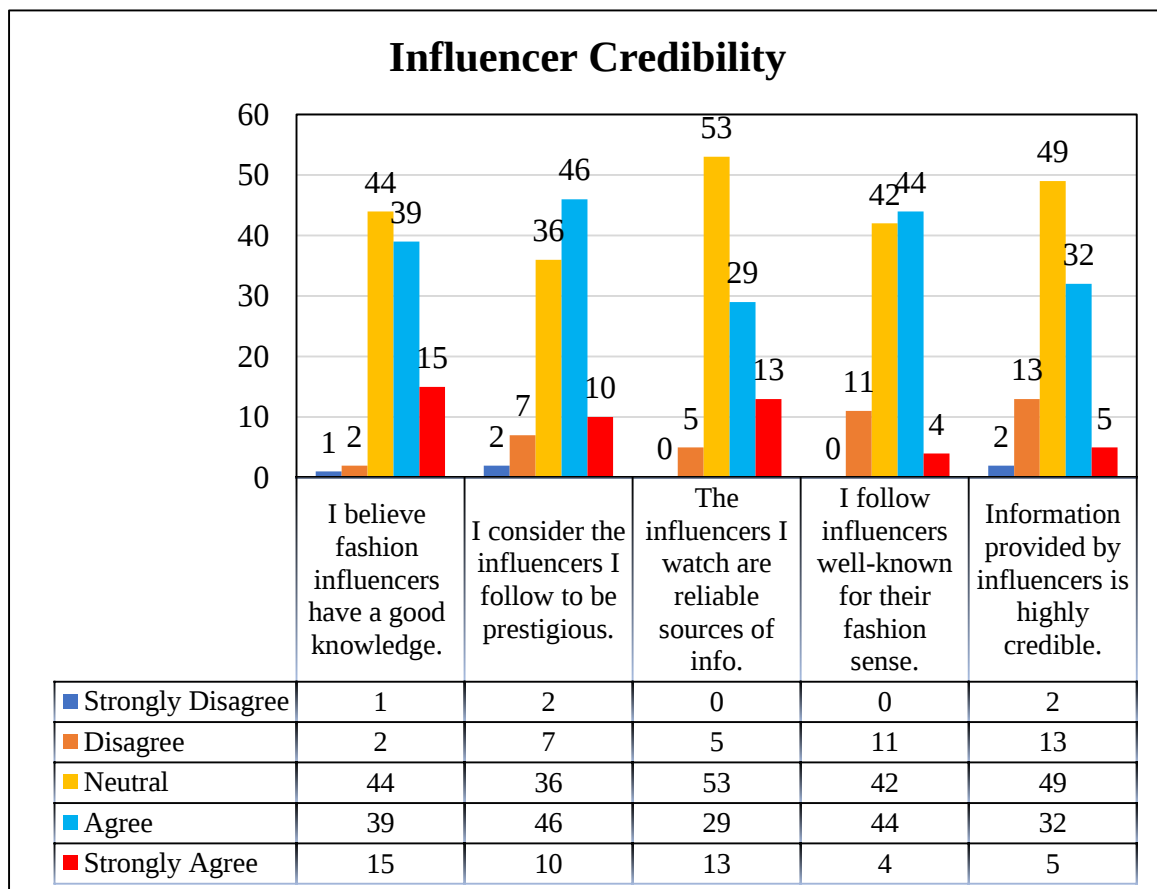


Table 6: Influencer Credibility

Analysis:

- From the above data it can be analysed that, among 101 respondents, 39 respondents agree they believe fashion influencers have good knowledge, 15 of them strongly agreed that fashion influencers have a good knowledge 44 of them said they are neutral, and 3 expressed dis agreement.
- From above graph it can be concluded which about 46 respondents among 101 said which they agree on considering the influencers they follow to be prestigious, 10 of them said they strongly-agree upon this, 36 of them said they neutral, and 9 expressed dis agreement.
- From above data it can be analysed that, among 101 respondents, 29 respondents agree that the influencers they watch are reliable sources of info, 13 of them strongly agreed upon this statement, 53 of them said, they are neutral, and 5 expressed dis agreement.
- From above graph we can conclude that about 44 respondents among 101 said which they agree on following influencers well-known for their fashion sense, 4 of them said they strongly-agree upon this, 42 of them said they are neutral and 11 expressed dis agreement.
- From above data it can be analysed that, among 101 respondents, 32 respondents agree of information provided by influencers is highly credible, 5 of them strongly agreed upon this, 49 of them said, are neutral, and 15 expressed dis agreement.

Interpretation:

The data sort of indicates which respondents generally have a positive opinion about fashion influencers, like most people seem to lean that way. A lot of participants tend to favor influencers who are popular, and also known of having good fashion sense, or at least that's what they say. Respondents also think the influencers have strong fashion knowledge and some kind of status or prestige. So, it looks like these influencers manage to pull in audience attention, plus get real admiration. That said, many respondents still stay neutral when it comes to reliability and credibility of what influencers share. Which means the audience enjoys the content but they are a bit cautious about fully trusting every claim. In general, respondents respect fashion influencers, but they keep a more balanced, careful attitude toward the recommendations, not totally "take it as truth" every time.

➤ Influencer Trustworthiness

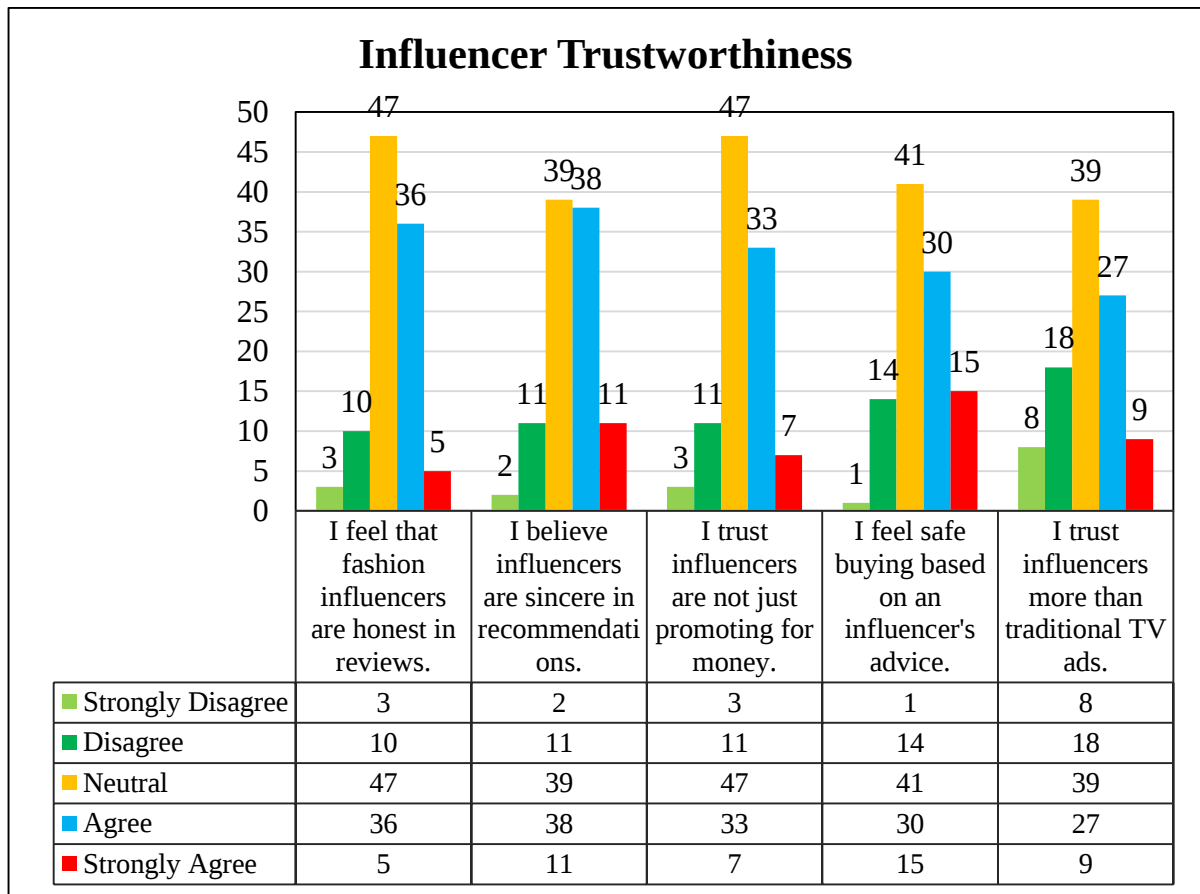


Table 7: Influencer Trustworthiness

Analysis:

- From above data it can be analysed that, among 101 respondents, 36 respondents agree that feel fashion influencers are honest in reviews, 5 of them strongly agreed upon this, 47 of them said they are neutral and 13 expressed dis agreement.
- From the above graph it can be concluded which about 38 respondents among 101 said of they agree they believe influencers are sincere in recommendations, 11 of them said they strongly-agree upon this, 39 of them said, are neutral, and 13 expressed dis agreement.
- From above data it can be analysed that, among 101 respondents, 33 respondents agree which they trust influencers are not just promoting for money, 7 of them strongly agreed upon this statement, 47 of them said which they are neutral, and 14 expressed dis agreement.
- From above graph we can conclude that about 30 respondents among 101 said , they agree on feeling safe buying based on an influencer's advice, 15 of them said they strongly agree upon this, 41 of said they are neutral, and 15 expressed dis agreement.
- From above data it can be analysed that among 101 respondents, 27 respondents agree which they trust influencers more than traditional TV ads, 9 of them strongly agreed upon this, 39 of them said which they are neutral and 26 expressed dis agreement.

Interpretation:

The data kind of shows that respondents have this cautious but overall positive level of trust, toward fashion influencers. Most participants stayed neutral in a good number of statements, which sort of points to careful and balanced views, or something like that. People also seem to get that influencer marketing is often tied to paid promotions so there is some hesitation in fully trusting an influencer. Still the positive reactions are higher than the negative ones across most of the factors. A lot of participants think influencers are honest, sincere, and relatively safe, to rely on for fashion related purchases. When you compare it with traditional advertisements, respondents appear to prefer influencer recommendations more. So overall, consumers do trust fashion influencers to some extent but they're also aware of the commercial side, of influencer marketing.

➤ Influencer Expertise

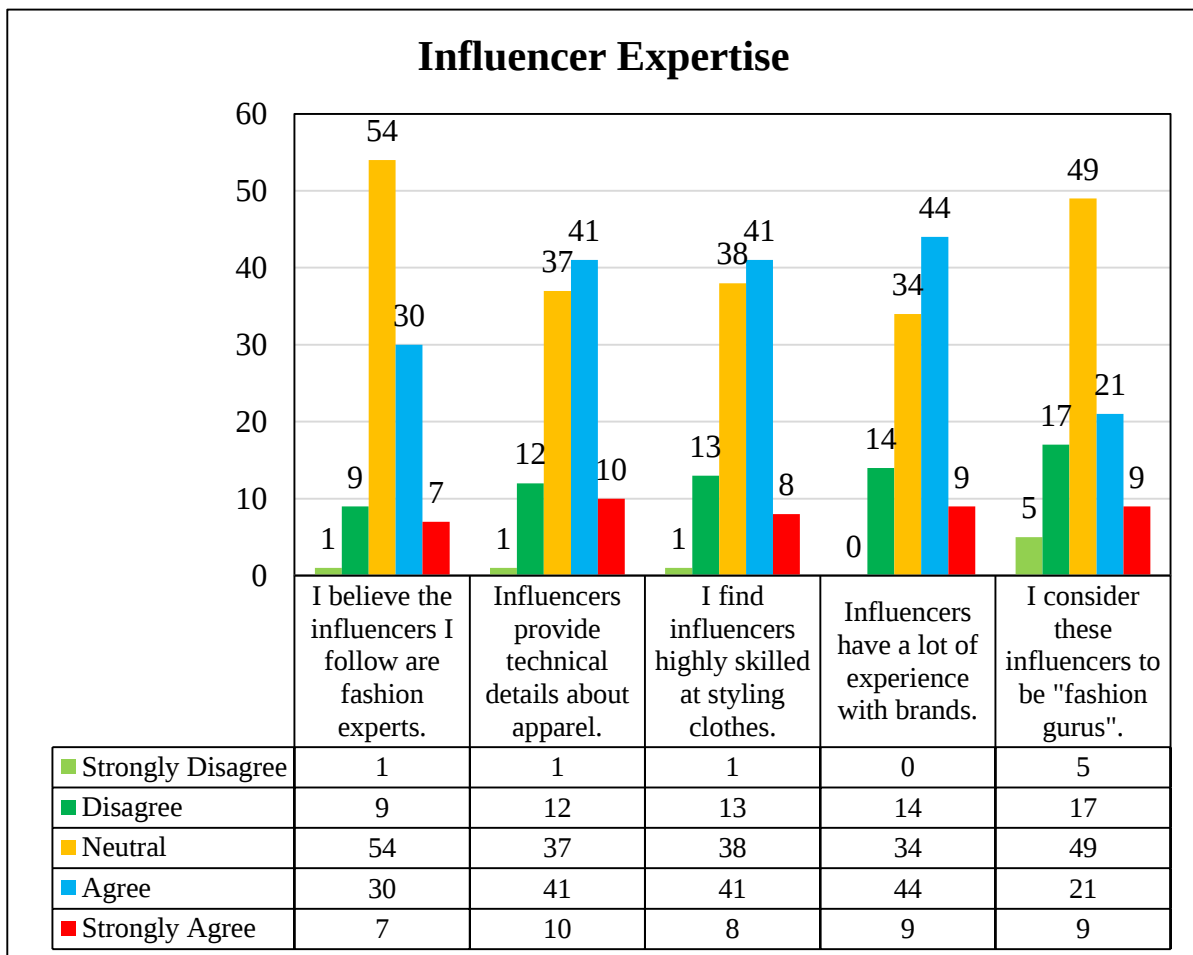


Table 8: Influencer Expertise

Analysis:

- From the above data it can be analysed that among 101 respondents, 30 respondents agree which they believe the influencers they follow are fashion experts, 7 of them strongly agreed upon this,

54 of them said which they are neutral, and 10 expressed dis agreement (9 disagree, 1 strongly disagree).

- From above graph it can be concluded of about 41 respondents among 101 said that they agree of influencers provide technical details about apparel, 10 of them said they strongly-agree upon this, 37 of them said they neutral, and 13 expressed dis agreement (12 disagree, 1 strongly disagree).
- From above data it can be analysed that, among 101 respondents, 41 respondents agree which they find influencers highly skilled at styling clothes, 8 of them strongly agreed upon this statement, 38 of them said that they neutral, and 14 expressed dis agreement (13 disagree, 1 strongly disagree).
- From above graph we can conclude that about 44 respondents among 101 said of they agree which influencers have a lot of experience with brands, 9 of them said they strongly-agree upon this, 34 of them said they neutral, and 14 expressed dis agreement (14 disagree, 0 strongly disagree).
- From above data it can be analysed that, among 101 respondents, 21 respondents agree of they consider these influencers to be "fashion gurus", 9 of them strongly agreed upon this, 49 of them said they are neutral, and 22 expressed dis agreement (17 disagree, 5 strongly disagree).

Interpretation

From the data it looks like respondents genuinely appreciate the practical skills and this extra experience that fashion influencers bring. A lot of participants agree that influencers are quite good at styling outfits, also explaining fashion products, and even doing that collaborative thing with brands. You can see most positive opinions in parts tied to hands-on fashion knowledge plus content creation abilities; you know the whole making posts & presenting the stuff clearly. But still, when people are asked about influencers being "fashion experts" or "fashion gurus," they seem more neutral, like they are not fully sold. That kind of suggests that consumers respect influencers for how they can do, yet they pause before calling them ultimate authorities in the fashion industry. So overall, the audience still values influencers as talented and well-seasoned creators more than as absolute fashion experts.

➤ Social-media Engagement

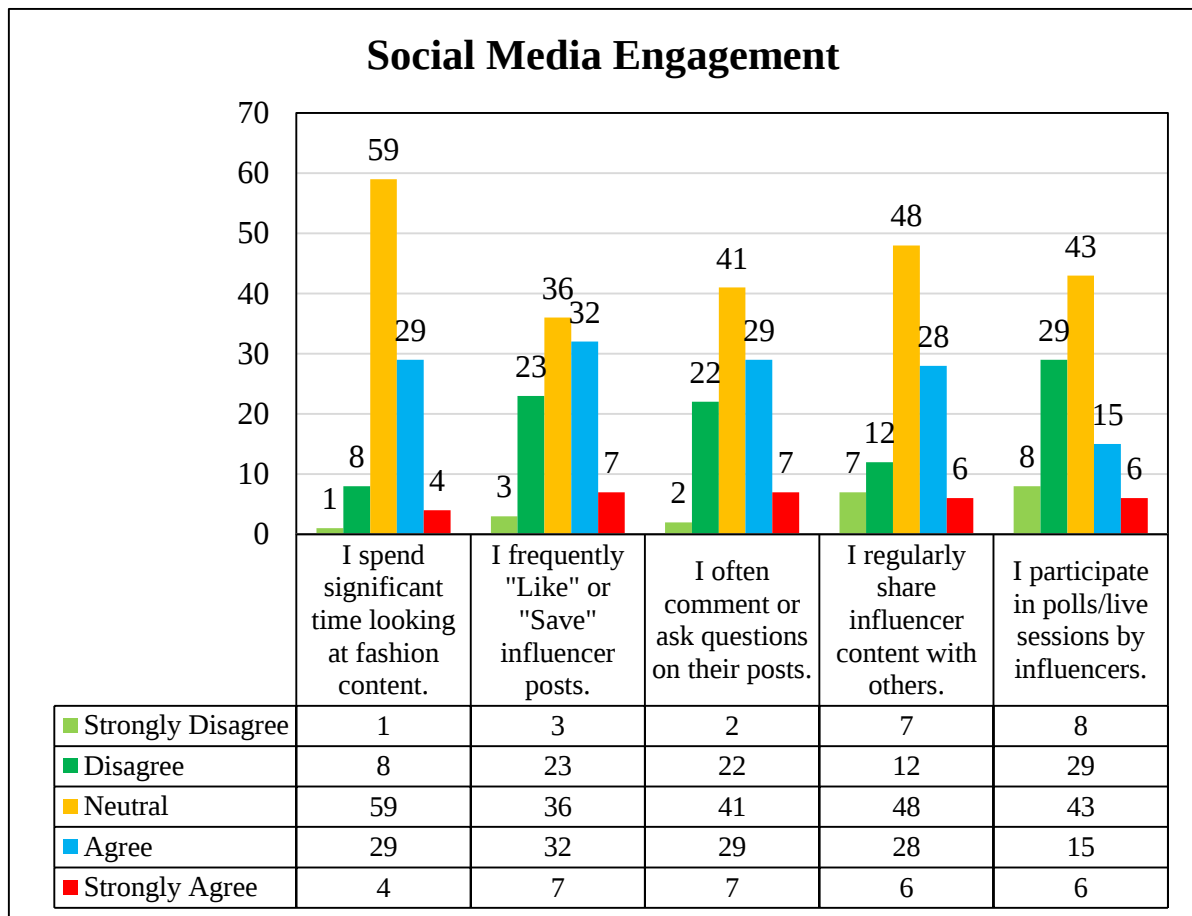


Table 9: Social-media Engagement

Analysis:

- From the above data it can be analysed that among 101 respondents, 29 respondents agree they spend significant time looking at fashion content, and 4 of them strongly agreed upon this. Meanwhile 59 of them said they are neutral, and 9 expressed dis agreement (8 disagree, 1 strongly disagree).
- From above graph it can be concluded about 32 respondents among 101 said they agree which they frequently "Like" or "Save" influencer posts. 7 of them said they strongly-agree upon this, 36 of them said they neutral, and 26 expressed dis agreement (23 disagree, 3 strongly disagree).
- From above data it can be analysed that among 101 respondents, 29 respondents agree which they often comment or ask questions on their posts. 7 of them strongly agreed upon this statement, 41 of them said they are neutral, and 24 expressed dis agreement (22 disagree, 2 strongly disagree).
- From above graph we can conclude that about 28 respondents among 101 said they agree on regularly sharing influencer content with others. 6 of them said they strongly-agree upon this, 48 of them said are neutral, and 19 expressed dis agreement (12 disagree, 7 strongly disagree).

- From above data it can be analysed that among 101 respondents, 15 respondents agree which they participate in polls, live sessions by influencers. 6 of them strongly agreed upon this, 43 of them said they neutral, and 37 expressed dis agreement (29 disagree 8 strongly disagree).

Interpretation

The data kind of shows which most respondents engage with fashion influencers in a passive manner, you know like not really doing much. A big group stayed neutral, which feels like they see the influencer content as casual, not really something that takes up a major place in their everyday life. People seem more at ease with low effort actions such as browsing, liking, saving, or even sharing posts privately with friends. But when it comes to public involvement, like commenting, asking questions, or jumping into live sessions, participation is way lower compared to the quiet stuff. So, it feels like audiences prefer to watch the fashion content in a sort of silent observation, instead of actively interacting. Overall, the demographic is mainly made up of passive viewers who enjoy fashion related media, but without strong interest in public engagement.

➤ Purchase Intention Towards Fashion Apparels

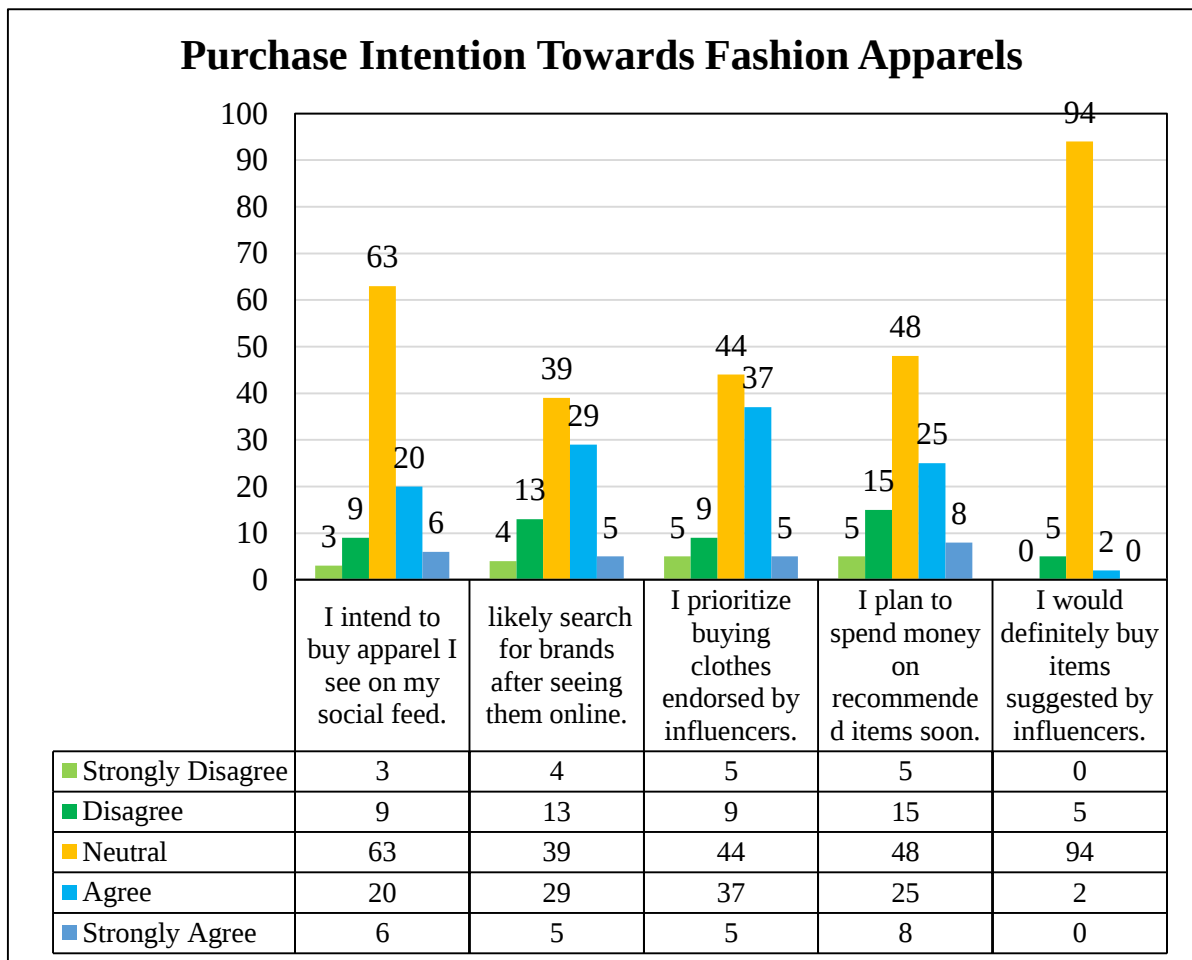


Table 10: Purchase Intention Towards Fashion Apparels

Analysis:

- From the above data it can be analysed that out of 101 respondents, 20 agree that they intend to buy apparel they see on their social feed, 6 of them strongly agreed upon this, 63 of them said which they are neutral, and 12 expressed dis agreement, (9 disagree, 3 strongly disagree).
- From above graph it can be concluded which 29 respondents said they agree they likely search for brands after seeing them online, 5 of them said they strongly-agree upon this, 39 of them said they neutral, and 17 expressed dis agreement (13 disagree, 4 strongly disagree).
- From above data it can be analysed that 37 respondents agree they prioritize buying clothes endorsed by influencers, 5 of them strongly agreed upon this, 44 of them said are neutral, and 14 expressed dis agreement (9 disagree 5 strongly disagree).
- From the above graph we can conclude which 25 respondents said they agree on planning to spend money on recommended items soon, 8 of them said they strongly-agree upon this, 48 of them said they are neutral, and 20 expressed dis agreement (15 disagree, 5 strongly disagree).
- From above data it can be analysed that, out of 101 respondents, only 2 respondents agree which they would definitely buy items suggested by influencers, 0 of them strongly agreed upon this, an overwhelming 94 of them said that they neutral, and 5 expressed dis agreement (5 disagree, 0 strongly disagree).

Interpretation

Data suggest that respondents are kind of strongly guided by online fashion content, mostly for inspiration and for finding products. Most of the participants use social-media and influencer posts to look up brands, and to collect fashion information, you know. There's also a rather high level of neutrality, which points to consumers who seem cautious and not too ready to make a quick purchase decision on the spot, even if they curious. Still, positive responses are more than negative ones when it comes to interest in fashion items that being promoted online. In general, people appear willing to consider and then evaluate brands that influencers recommend, before they actually buy. This seems to imply that influencer marketing works pretty well for building awareness, and sparking that initial interest. Overall consumers do show positive purchase intention, but they keep being careful and somewhat selective when it's time for the real buying decision, at least in practice.

One Way Anova

➤ Gender

H₀: Demographic factors (gender, age, education, and occupation) do not significantly influence rural consumers' purchase intention towards fashion apparels.

H₁: Demographic factors (gender, age, education, and occupation) significantly influence rural consumers' purchase intention towards fashion-apparels.

ANOVA			
Purchase Intention Towards Fashion-Apparels			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.248	1	.248	.502	.480
Within Groups	48.992	99	.495		
Total	49.240	100			

Table 11: H1 ANOVA

Analysis:

So, this table shows a One-Way ANOVA test for dependent variable, Purchase-Intention Towards Fashion Apparels across 100 total degrees of freedom. The Between Groups variance section gives a sum of squares & mean square value of .248 with 1 degree of freedom, while in the other side the Within Groups variance looks bigger: sum of squares is 48.992 across 99 degrees of freedom, & the mean square comes out to .495. When you line up these variance pieces, the analysis calculates an F-statistic of .502, then it lands on a statistical significance (Sig.) value of .480, meaning there is no real standout effect in this setup.

Interpretation:

The main purpose of this ANOVA test is, kind of, to see if there statistically significant differences in purchase-intention toward fashion apparel across different groups. Since the reported significance value of .480 is way above the usual academic threshold of .05, the test essentially states that there isn't any statistically-significant difference between the segments that were studied. And this is basically reinforced by the low F-statistic of .502, which shows that the variation seen between the groups is weaker than the natural variation happening inside the groups themselves. So from a marketing angle, this rather even outcome suggests the grouping factor does not really change consumer purchasing intent in a meaningful way. That means a single, broader demographic-wide approach can be used, without needing separate adjustments for each group.

➤ Age Group

H₀: Demographic factors (gender, age, education, and occupation) do not significantly influence rural consumers' purchase intention towards fashion apparels.

H₁: Demographic factors (gender, age, education, and occupation) significantly influence rural consumers' purchase intention towards-fashion apparels.

ANOVA					
Purchase Intention Towards Fashion-Apparels					
	Sum of Squares	df	Mean-Square	F	Sig.
Between Groups	.627	2	.313	.632	.534
Within Groups	48.614	98	.496		

Total	49.240	100			
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Table 12: H1 ANOVA

Analysis:

So here, the table shows a sort of One-Way ANOVA test on dependent variable, Purchase Intention Towards Fashion Apparels, across 100 total degrees of freedom. For the Between Groups variance, it gives a sum of squares of .627 but with 2 degrees of freedom, and that then comes out to a mean square of .313. On the other hand, Within Groups variance has a bigger sum of squares of 48.614 across 98 degrees of freedom, yielding mean square value of .496. When these variance pieces are compared it builds an F statistic of .632, and then the recorded statistical significance (Sig.) ends up being .534, kind as the final result here.

Interpretation:

So the main thing with this ANOVA test is, well, to see if there statistically significant differences in purchase intention about fashion apparel across different groups, or segments. In the results, the reported significance value is .534, and it is kind of way bigger than the usual academic cutoff of .05, so the conclusion is which there really isn't a statistically significant difference between groups studied. You can also back that up with the F-statistic of .632, because that low number shows the between-group variation is weaker than the variation that already happens naturally within each group. Basically, from a marketing point of view, this kind of consistent outcome suggests the grouping factor doesn't really change consumer buying intent, so you can use a single, all-around demographic approach instead of separate targeting.

➤ Education

H₀: Demographic factors (gender, age, education, and occupation) do not significantly influence rural consumers' purchase intention towards fashion apparels.

H₁: Demographic factors (gender, age, education, and occupation) significantly influence rural consumers' purchase-intention towards fashion apparels.

ANOVA					
Purchase Intention Towards Fashion-Apparels					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.690	3	1.563	3.404	.021
Within Groups	44.550	97	.459		
Total	49.240	100			

Table 13: H1 ANOVA

Analysis:

The table kinda shows a One-Way ANOVA test for dependent variable, Purchase-Intention Towards Fashion Apparels, across 100 total degrees of freedom. Looking at the Between Groups part, the variance

has a sum of squares of 4.690 with three degrees of freedom, so it comes out to mean square value of 1.563. On the other hand, Within Groups variance appears bigger, with a sum of squares of 44.550 across 97 degrees of freedom, giving mean square of .459. When these 2 variance components are compared, the test then produces a significant F-statistic of 3.404, and in the end the recorded statistical significance value Sig. is .021.

Interpretation:

The main point of this ANOVA test is basically to see whether there statistically significant differences in purchase intention toward fashion apparel across the different groups. Since the reported significance value of .021, which is less than the usual academic cut-off at .05, the test ends up saying there is statistically significant-difference between the segments that were studied. And this result is also kind backed up by the strong F-statistic of 3.404, because it shows that the differences found between the groups are notably more-substantial than the natural variation that happens within each group. So, from a marketing angle, it basically suggests that the grouping factor does shift consumer buying intentions in a real way, meaning that a tailored, segment-specific strategy should be used instead of one single uniform plan.

➤ Occupation

H₀: Demographic factors (gender, age, education, and occupation) do not significantly influence rural consumers' purchase intention towards fashion apparels.

H₁: Demographic factors (gender, age, education, and occupation) significantly influence rural consumers' purchase intention towards fashion-apparels.

ANOVA					
Purchase Intention Towards Fashion--Apparels					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.760	4	.190	.376	.825
Within Groups	48.480	96	.505		
Total	49.240	100			

Table 14: H1 ANOVA

Analysis:

The table shows a One-Way ANOVA test for dependent variable, Purchase-Intention Towards Fashion Apparels, across 100 total degrees of freedom, just to be clear. The Between Groups variance has a sum of squares of .760 & 4 degrees of freedom, so mean square comes out to .190. In contrast, the Within Groups variance gives a much larger sum of squares, 48.480 across 96 degrees of freedom, which then produces a mean square value of .505. When you weigh up these two variance pieces, the test ends up with an F-statistic of .376, and that leads to the reported statistical significance (Sig.) of .825.

Interpretation:

The main aim of ANOVA test is kind to see if there are statistically-significant differences in the purchase intention towards fashion-apparel across different groups. Since the p-value here (.825) is way higher than the usual academic cutoff .05, the analysis basically says there is no statistically significant difference among the studied segments. And that conclusion is also backed up by the low F-statistic of .376, this suggests that the fluctuation you see between the groups is weaker than the natural variation that happens within each group. So, looking at it from a marketing lens, this rather even outcome means the grouping factor doesn't meaningfully shift consumer purchasing intent, so in practical terms a single, broad demographic strategy can be used instead.

20. Linear Regression

Rural Consumers' Purchase Intention Towards Fashion-Apparels

➤ Influencer Credibility

H0: Influencer credibility has no significant effect on rural consumers' purchase intentions for fashion apparel.

H1: Influencer credibility has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of Estimate
1	.260 ^a	.068	.058	.68100
a. Predictors:: (Constant), Influencer Credibility				

Table 15: H2 Model-Summary

ANOVA ^b						
Model		Sum of Squares	df	Mean-Square	F	Sig.
1	Regression	3.328	1	3.328	7.176	.009 ^a
	Residual	45.913	99	.464		
	Total	49.240	100			
a. Predictors:: (Constant), Influencer Credibility						
b. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 16: H2 ANOVA

Coefficients ^a						
Model		Unstandardized-Coefficients		Standardized-Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.080	.431		4.827	.000
	Influencer Credibility	.329	.123	.260	2.679	.009
a. Dependent Variable: Purchase Intention Towards-Fashion Apparels						

Table 17: H2 Coefficients

Analysis:

The analysis seems to show that Influencer Credibility has a pretty significant positive effect on Purchase Intention for rural consumers. In fact, the model is statistically significant ($F = 7.176$, $p = 0.009$), and that positive beta number ($B = 0.329$) suggests that when influencer credibility goes up, consumers also become more likely to buy, especially for fashion apparel.

Interpretation:

The statistical analysis gives enough evidence to say we should reject the Null Hypothesis (H_0) and go with the Alternative Hypothesis (H_1).

Even though the model's explanatory power is kind low ($R^2 = 6.8\%$) the relationship still feels statistically significant, $p < 0.05$. So, we can conclude that Influencer Credibility actually has a meaningful positive effect on rural consumers, when it comes to purchase intentions for fashion apparel. Put it another way, when the perceived credibility of the influencer goes up, the chance that a rural consumer plans to buy the product also goes up.

➤ Influencer Trustworthiness

H_0 : Influencer trustworthiness has no significant effect on rural consumers' purchase intentions for fashion apparel.

H_1 : Influencer trustworthiness has a significant positive effect on rural consumers' purchase intentions for fashion apparel.

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of Estimate
1	.484 ^a	.234	.227	.61706

a. Predictors: (Constant), Influencer Trustworthiness

Table 18: H3 Model-Summary

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.544	1	11.544	30.319	.000 ^a
	Residual	37.696	99	.381		
	Total	49.240	100			
a. Predictors:: (Constant), Influencer Trustworthiness						
b. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 19: H3 ANOVA

Coefficients ^a						
Model		Unstandardized-Coefficients		Standardized-Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.407	.335		4.203	.000
	Influencer Trustworthiness	.546	.099	.484	5.506	.000
a. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 20: H3 Coefficients

Analysis:

In the regression analysis we can see that Influencer Trustworthiness has a significant positive effect on Purchase Intention for rural consumers. The correlation coefficient is $R = 0.484$, which is a moderate positive relationship. Then the R Square value (0.234) kind of tells us that trustworthiness explains about 23.4% of the variation in purchase intention. The whole model looks statistically significant, $F = 30.319$, $p < 0.001$. Also, the beta coefficient is positive, $B = 0.546$, so when influencer trustworthiness goes up, consumers' intention to buy fashion apparel also increases, more or less directly.

Interpretation:

The statistical data sort of provides strong evidence to reject the Null Hypothesis (H_0) and move toward the Alternative Hypothesis (H_1).

Influencer Trustworthiness seems to have a significant, and positive impact on rural consumers purchase intentions toward fashion apparel. With an R-Square of 23.4%, “Trustworthiness” looks like a far more influential-factor for rural consumer behavior when compared to “Credibility.” Basically, the more rural consumers trust an influencer, the higher their intention to buy the endorsed fashion items becomes, even if it sounds a little straightforward, it still holds up.

➤ Influencer Expertise

H0: Influencer expertise has no significant effect on rural-consumers’ purchase intentions for fashion apparel.

H1: Influencer expertise has a significant positive-effect on rural consumers’ purchase intentions for fashion apparel.

Model Summary					
Model	R	R Square	Adjusted Square	R-	Std. Error of Estimate
1	.404 ^a	.163	.155		.64511
a. Predictors:: (Constant), Influencer Expertise					

Table 21: H4 Model-Summary

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.039	1	8.039	19.317	.000 ^a
	Residual	41.201	99	.416		
	Total	49.240	100			
a. Predictors: (Constant), Influencer Expertise						
b. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 22: H4 ANOVA

Coefficients ^a						
Model		Unstandardized- Coefficients		Standardized- Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.527	.390		3.911	.000
	Influencer Expertise	.504	.115	.404	4.395	.000
a. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 23: H4 Coefficients

Analysis:

Results show a kind of moderate positive relation between Influencer Expertise and Purchase Intention ($R = 0.404$). The R Square figure 0.163 suggests that 16.3% of the movement in purchase intention is being explained by influencer expertise, and well that's the main part. Also, the ANOVA output ($F = 19.317$ $p = 0.000$) kind of confirms that the model is statistically significant, even if the way it's written looks a bit strict. The regression coefficient ($B = 0.504$) indicates that when perceived influencer expertise goes up there's also an increase in purchase intention. Because the p-value sits below 0.05, the hypothesis is accepted which means influencer expertise does have a notable effect on consumer purchase intention when it comes to fashion apparels.

Interpretation:

The statistical data pretty much gives strong enough evidence to reject the Null-Hypothesis (H_0) and then go ahead and accept Alternative Hypothesis (H_1).

Influencer Expertise seems to have a significant, and also positive effect on rural consumers' purchase intentions for fashion apparel. So, in the context of your research, this is basically saying that when rural consumers view the influencer as knowledgeable, or more like an "expert" in fashion, they are a lot more likely to form purchase intent toward the recommended apparel.

➤ Social-media Engagement

H_0 : Social-media engagement has no-significant effect on rural consumers' purchase intentions for fashion apparel.

H_1 : Social-media engagement has significant positive effect on rural consumers' purchase intentions for fashion apparel.

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of Estimate
1	.457 ^a	.209	.201	.62728
a. Predictors: (Constant), Social-media Engagement				

Table 24: H5 Model-Summary

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.286	1	10.286	26.141	.000 ^a
	Residual	38.954	99	.393		
	Total	49.240	100			
a. Predictors: (Constant), Social-media Engagement						
b. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 25: H5 ANOVA

Coefficients ^a						
Model		Unstandardized-Coefficients		Standardized-Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.661	.311		5.334	.000
	Social-media Engagement	.501	.098	.457	5.113	.000
a. Dependent Variable: Purchase Intention Towards Fashion-Apparels						

Table 26: H5 Coefficients

Analysis:

The analysis shows moderate a positive relationship between Social-media Engagement & Purchase Intention ($R = 0.457$). The R Square value of 0.209 suggests 20.9% of the variation in rural consumers' purchase intention can be accounted for by social-media engagement, and yeah that's only part of it. Then

the ANOVA results ($F = 26.141$, $p = 0.000$) kind of confirm the model is statistically significant, even if the wording sounds a bit formal. The regression coefficient ($B = 0.501$) points to higher social-media engagement leading to higher purchase intention. Because the p-value is less than 0.05, the hypothesis is accepted & therefore it is basically proven that social-media engagement significantly affects rural consumers' purchase intention when it comes to fashion apparels.

Interpretation:

So basically, the statistical evidence leads us to reject Null Hypothesis (H_0) and... accept Alternative Hypothesis (H_1).

It looks like social-media engagement has a statistically significant and positive impact on rural consumers purchase intentions, for fashion apparel.

In context of your research this kind suggests that more rural consumers interact with, like share or comment on fashion related content on social-media, the higher their intention is to purchase those clothes. And with an R^2 of nearly 21%, engagement turns out to be a key driver for your target demographic, only slightly behind Trustworthiness among the variables you analyzed so far.

Findings

1. The study found that 80% of the respondents were male, while 20% were female.
2. The majority of respondents (82%) belonged to the 21–30 age group, followed by 14% in the 31–40 age group and 4% below 20 years.
3. The study revealed that 72% of respondents were graduates, 20% had secondary education, 6% had primary education and 2% belonged to other categories.
4. It was observed that 34% of respondents were students, 32% were involved in agriculture, 24% worked in service sectors, and 6% were in business, 3% belonged to other occupations.
5. The findings showed that YouTube was the most preferred social-media platform for fashion content with 30%, followed by Instagram and Facebook with 29% each, while WhatsApp accounted for 12%.
6. The study found that 15% of respondents strongly agreed, 39% agreed, 44% remained neutral, 2% disagreed, and 1% strongly-disagreed that fashion influencers have good knowledge.
7. It was observed that 10% of respondents strongly agreed, 46% agreed, 36% remained neutral, 7% disagreed, and 2% strongly-disagreed that the influencers they follow are prestigious.
8. The findings indicated that 13% of respondents strongly agreed, 29% agreed, 53% remained neutral, 5% disagreed, and 0% strongly-disagreed that influencers are reliable sources of information.
9. The study revealed that 4% of respondents strongly agreed, 44% agreed, 42% remained neutral, 11% disagreed, and 0% strongly-disagreed that they follow influencers well known for fashion sense.
10. It was found that 5% of respondents strongly agreed, 32% agreed, 49% remained neutral, 13% disagreed, and 2% strongly-disagreed that information provided by influencers is highly credible.
11. The study showed that 5% of respondents strongly agreed, 36% agreed, 47% remained neutral, 10% disagreed, and 3% strongly-disagreed that influencers are honest in reviews.
12. The findings indicated that 11% of respondents strongly agreed, 38% agreed, 39% remained neutral, 11% disagreed, and 2% strongly-disagreed that influencers are sincere in recommendations.
13. It was found that 7% of respondents strongly agreed, 33% agreed, 47% remained neutral, 11% disagreed, and 3% strongly-disagreed that influencers are not promoting only for money.

14. The study revealed that 15% of respondents strongly agreed, 30% agreed, 41% remained neutral, 14% disagreed, and 1% strongly-disagreed that they feel safe buying based on influencer advice.
15. The findings showed that 9% of respondents strongly agreed, 27% agreed, 39% remained neutral, 18% disagreed, and 8% strongly-disagreed that they trust influencers more than TV advertisements.
16. It was observed that 7% of respondents strongly agreed, 30% agreed, 54% remained neutral, 9% disagreed, and 1% strongly-disagreed that influencers are fashion experts.
17. The study found that 10% of respondents strongly agreed, 41% agreed, 37% remained neutral, 12% disagreed, and 1% strongly-disagreed that influencers provide technical details about apparel.
18. The findings revealed that 8% of respondents strongly agreed, 41% agreed, 38% remained neutral, 13% disagreed, and 1% strongly-disagreed that influencers are highly skilled at styling clothes.
19. It was found that 9% of respondents strongly agreed, 44% agreed, 34% remained neutral, 14% disagreed, and 0% strongly-disagreed that influencers have lot of experience with brands.
20. The study indicated that 9% of respondents strongly agreed, 21% agreed, 49% remained neutral, 17% disagreed, and 5% strongly-disagreed that influencers are fashion gurus.
21. The findings kind showed that 4% of the respondents strongly agreed 29% agreed, 59% sort of stayed neutral, 8% disagreed, and 1% strongly-disagreed that they spend significant time looking at fashion content.
22. It had found that 7% strongly agreed, 32% agreed, 36% remained neutral, 23% disagreed, and 3% strongly-disagreed they frequently like or save influencer posts.
23. The study revealed 7% of respondents strongly agreed, 29% agreed, 41% remained neutral, 22% disagreed, and 2% strongly-disagreed that they comment or ask questions on influencer posts.
24. The findings indicated that 6% of respondents strongly agreed, 28% agreed, 48% remained neutral, 12% disagreed, and 7% strongly-disagreed that they regularly share influencer content with others.
25. It was found that 6% of respondents strongly agreed, 15% agreed, 43% remained neutral, 29% disagreed, and 8% strongly-disagreed that they participate in polls or live sessions conducted by influencers.
26. The study showed that 6% of respondents strongly agreed, 20% agreed, 63% remained neutral, 9% disagreed, and 3% strongly-disagreed that they intend to buy apparel seen on social-media feeds.
27. The findings revealed that 5% of respondents strongly agreed, 29% agreed, 39% remained neutral, 13% disagreed, and 4% strongly-disagreed that they search for brands after seeing them online.
28. It was observed that 5% of respondents strongly agreed, 37% agreed, 44% remained neutral, 9% disagreed, and 5% strongly-disagreed that they prioritize buying influencer-endorsed clothes.
29. The study found that 8% of respondents strongly agreed, 25% agreed, 48% remained neutral, 15% disagreed, and 5% strongly-disagreed that they plan to spend money on recommended items soon.
30. The findings, show that 0% of respondents strongly agreed, 2% agreed, 94% stayed neutral. Meanwhile, 5% disagreed and 0% strongly-disagreed that they would definitely buy products recommended by influencers, which kind of makes sense.

Hypothesis Findings

1. The demographic findings show that Education was kind of the only factor with a significant-influence on purchase intentions ($p = .021$), so yeah, it ends up with that hypothesis being accepted, while the other demographic pieces, including Gender ($p = .480$), Age Group ($p = .534$), Occupation ($p = .825$), and Social-media Platform Preference ($p = .400$), were all rejected because they had not show any statistically meaningful impact.
2. The hypothesis about Influencer Credibility having significant positive effect on purchase intentions was accepted, and it comes with an R-value of .260 and a p-value of .009.
3. For Influencer Trustworthiness, the hypothesis was accepted too, and it's described as highly significant ($p = .000$), which also means it has the strongest link, with an R-value of .484.
4. Influencer Expertise was accepted as something that significantly and positively affects purchase intentions, giving a strong R-value of .404 ($p = .000$).
5. The hypothesis that social-media engagement significantly influences purchase intentions was accepted as a major driver, with an R-value of .457 ($p = .000$).

Suggestions

- Marketing strategies should consider educational differences among rural consumers.
- Companies should use simple and regional language in influencer marketing campaigns.
- Affordable and practical fashion products should be promoted for rural markets.
- Brands should collaborate with trustworthy and credible influencers to increase rural consumers' purchase intention.
- Influencers should provide honest reviews and relatable content to build consumer trust.
- Fashion companies should focus high on YouTube, Instagram, and Facebook for promotions.
- Brands should create engaging content like reels, styling videos, and interactive posts to improve social-media engagement.
- Future studies should include higher samples and wider rural regions for better results.

21. Conclusion

Study shows that social-media influencers play key-role in shaping rural consumers' buying behavior towards fashion apparels, kind of. Influencer trustworthiness came out as the strongest factor, then you have social-media engagement, influencer expertise, and credibility right after. Rural consumers are also pretty exposed to fashion-related content via platforms like YouTube, Instagram, & Facebook, and this exposure really affects their awareness and purchase intentions. Results also suggest that rural consumers are careful and selective buyers. They usually prefer influencers who share honest reviews, offer practical fashion knowledge, and use relatable content. Even if respondents actively follow fashion content online, a lot of them stay neutral before they actually buy something. That means they show a balanced, slightly cautious stance toward influencer marketing overall. When it comes to demographic aspects, education level mattered significantly for purchase intention. But gender, age, and occupation didn't really show any major impact.

So, it looks like educational awareness helps explain how rural customers understand and respond to influencer promotions. In general, this research confirms influencer-marketing works-best when it is authentic, credible, and engaging, especially for rural fashion consumers. Study also gives useful insights for fashion brands and marketers, so they can plan better rural marketing campaigns by using trustworthy influencers and digital content that feels socially active or engaging in daily life.