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Influence of Online Reviews and Influencer Marketing on Smartphone Purchase Behaviour

Dr. Sanesh PV¹, Mohan Durai D,² Joel Vanlalruatfela,³ Mridupaban Choudhury⁴

¹Faculty of Management Studies,, CMS Business School, JAIN Deemed to be University Bangalore

²Master of Business Administration, CMS Business School, JAIN Deemed to be University Bangalore

³Master of Business Administration, CMS Business School, JAIN Deemed to be University Bangalore

⁴Master of Business Administration, CMS Business School, JAIN Deemed to be University Bangalore

ABSTRACT

The smartphone market has witnessed exponential growth, with consumer purchase behavior increasingly influenced by digital marketing strategies such as online reviews and influencer marketing. This study examines the influence of online reviews quality, influencer attractiveness, consumer credibility, and social media platform features on smartphone purchase intention using a sample of 360 respondents across diverse demographic backgrounds. The findings revealed that social media platform features and consumer behavior significantly influence smartphone purchase intention, while influencer attractiveness and online reviews quality showed moderate positive effects. However, consumer credibility did not significantly impact purchase intention. The regression model accounted for 54.5% of the variation in the dependent variable, demonstrating a strong model fit. These results highlight the importance of optimizing social media platforms and understanding behavioral tendencies to enhance smartphone marketing strategies. In conclusion, this research provides practical insights for marketers and technology developers aiming to leverage digital marketing effectively, reinforcing that platform optimization and consumer engagement are critical for future advancements in smartphone marketing.

Keywords: Online reviews, influencer marketing, smartphone purchase behavior, social media features, consumer credibility, purchase intention, digital marketing, consumer behavior, social commerce.

Introduction

The advent of smartphone technology has revolutionized consumer electronics by enabling unprecedented levels of connectivity, personalization, and digital interactivity. With the integration of artificial intelligence, 5G networks, and seamless synchronization across devices, smartphones have become indispensable components of modern life, influencing both lifestyle choices and purchasing behaviors (Lee & Chen, 2023). As the global smartphone industry evolves in a saturated and competitive environment, consumers increasingly rely on online information sources and social media cues to guide their purchase decisions (Wang et al., 2024).

In this dynamic ecosystem, digital marketing strategies such as online reviews and influencer marketing have become pivotal in shaping consumer perceptions and purchase intentions. Online reviews are perceived as authentic and experience-based evaluations that significantly influence consumers' trust and risk assessment during purchase decision-making (Kaur & Gupta, 2022). The credibility and valence of online reviews can strengthen or weaken brand trust, particularly in high-involvement product categories like smartphones (Zhou, Li, & Kim, 2023).

Simultaneously, influencer marketing has emerged as a dominant form of social persuasion, where digital influencers act as opinion leaders capable of transforming brand attitudes and consumer preferences (Chatterjee & Kar, 2024). Studies reveal that influencer attractiveness, expertise, and congruence with the product category enhance consumers' perceived credibility and purchase intention (Hassan et al., 2023). However, with the rise of sponsored content and paid collaborations, questions about authenticity and trustworthiness have become central to understanding influencer effectiveness (Rahman & Alharbi, 2024).

Furthermore, social media platform features such as interactivity, algorithmic recommendations, and community engagement play a mediating role in shaping consumer engagement and behavioral intentions (Singh & Dey, 2024). The increasing fusion of social commerce and mobile marketing underscores the need to examine how these elements collectively influence smartphone purchase decisions. Despite growing investments in digital marketing technologies, there remains a critical research gap in understanding how online reviews, influencer marketing, and platform-specific interactions jointly shape consumer purchase behavior in the smartphone market (Khatri et al., 2025).

This study addresses this gap by empirically investigating the effects of online reviews quality, influencer attractiveness, consumer credibility, social media platform features, and consumer behavior on smartphone purchase intention. By exploring these interrelated variables, the research provides

valuable insights for marketers and technology developers seeking to design transparent, consumer-centric, and effective digital marketing strategies that align with evolving consumer expectations.

Literature Review

In today's digital economy, online reviews and influencer marketing play integral roles in personalizing consumer experiences, particularly in technology product purchases. Effective smartphone marketing aims to deliver tailored content that matches users' interests, preferences, and behaviors through credible information sources and authentic endorsements. However, successful marketing requires more than just sophisticated campaigns; factors such as trust, relevance, credibility, and user behavioral patterns must also be considered. This literature review discusses the theoretical and empirical foundations underpinning the constructs in this study: Online Reviews Quality, Influencer Attractiveness, Consumer Credibility, Social Media Platform Features, and Consumer Behavior, and their relationship to Smartphone Purchase Intention.

Purchase Intention :Purchase intention refers to the consumer's willingness and likelihood to buy a smartphone, encompassing behaviors like researching, comparing, planning, and committing to purchase decisions. In the context of smartphone marketing, purchase intention reflects the consumer's perceived value and relevance of the product presented through various digital channels. Higher purchase intention often translates to increased sales conversion, brand loyalty, and market share. Recent studies indicate that purchase intention is a critical intermediate outcome between marketing strategies and final business results (Khan & Malik, 2023). Digital cues such as trust, engagement, and personalization significantly enhance purchase intention in the smartphone market (Liu & Park, 2022). Moreover, research by Dutta and Sharma (2024) found that online brand experiences and perceived usefulness of digital content directly impact purchase intention in high-involvement product categories.

Online Reviews Quality:Online reviews quality encompasses the credibility, accuracy, and usefulness of consumer-generated feedback about smartphone products. High-quality reviews provide detailed information about product features, performance, and user experiences that help potential buyers make informed decisions. Research shows that authentic and comprehensive reviews significantly impact consumer trust and purchase decisions (Zhou, Li, & Kim, 2023). Recent work by Wang et al. (2024) emphasized that review valence, source expertise, and timeliness enhance review diagnosticity and influence consumer judgment in technology products. Furthermore, Alqahtani and Algharabat (2022) highlighted that review credibility and reviewer reputation significantly affect purchase intention through perceived informativeness and emotional trust in e-commerce settings.

Influencer Attractiveness:Influencer attractiveness refers to the physical appeal, charisma, and presentation quality of social media personalities who endorse smartphone products. Attractive influencers can create aspirational appeal and emotional connections with their audience, thereby influencing purchase decisions. The match-up hypothesis suggests that the congruence between influencer characteristics and product attributes enhances endorsement effectiveness (Hassan et al., 2023). Studies demonstrate that influencer attractiveness, combined with authenticity and expertise, fosters consumer engagement and strengthens purchase intention (Chatterjee & Kar, 2024). Similarly, Rahman and Alharbi (2024) found that the visual appeal and authenticity of influencers increase credibility perception, leading to higher consumer trust in digital endorsements.

Consumer Credibility:Consumer credibility involves the trustworthiness and reliability that consumers assign to information sources, including online reviews and influencer endorsements. Credible sources reduce skepticism and foster confidence in product claims and purchase decisions. Consumer credibility is influenced by factors such as source expertise, trustworthiness, and perceived authenticity (Nguyen & Huynh, 2023). Research by Sharma and Bhattacharya (2022) showed that credibility perceptions significantly reduce perceived risk in online technology purchases, leading to stronger purchase intention. Additionally, Kim and Lee (2024) revealed that perceived message credibility acts as a mediating factor between influencer endorsement and consumer engagement in social media marketing contexts.

Social Media Platform Features:Social media platform features encompass the technical and functional capabilities that facilitate consumer engagement and decision-making processes. These features include user-friendly interfaces, search capabilities, review systems, accessibility, and loading speed. Advanced functionalities enhance user experience and engagement with product information and marketing content. Singh and Dey (2024) found that interactive features such as comment threads, live sessions, and in-app reviews improve consumer engagement and positively influence purchase decisions. Similarly, Zhang and Tang (2023) demonstrated that algorithmic personalization and recommendation systems enhance perceived usefulness, motivating consumers to act on purchase intentions in digital commerce environments.

Consumer Behaviour:Consumer behavior refers to the patterns of online activities that consumers engage in when researching and purchasing smartphones. This includes searching for information, reading reviews, comparing products, and interacting with marketing content. Active consumer behavior in digital environments is associated with higher engagement and stronger purchase intentions (Khatri, Verma, & Bansal, 2025). Furthermore, Wang et al. (2023) observed that consumers' browsing patterns, digital trust, and social proof mechanisms significantly influence smartphone buying behavior. Understanding these behavioral patterns helps marketers develop targeted strategies to increase engagement, satisfaction, and repeat purchase intentions (Lee & Chen, 2023).

Research Hypotheses

H1: Online Reviews Quality significantly increases smartphone purchase intention.

H2: Influencer Attractiveness significantly increases smartphone purchase intention.

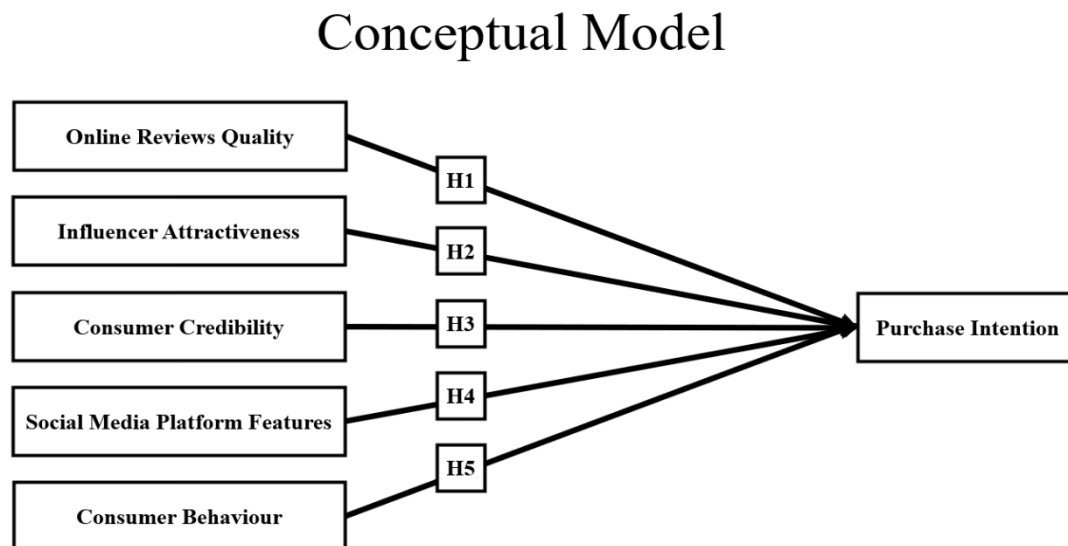
H3: Consumer Credibility significantly increases smartphone purchase intention.

H4: Social Media Platform Features significantly increase smartphone purchase intention.

H5: Consumer Behavior significantly increases smartphone purchase intention.

Conceptual Model

Figure 1: Conceptual Model showing relationships between independent variables (Online Reviews Quality, Influencer Attractiveness, Consumer Credibility, Social Media Platform Features, Consumer Behavior) and dependent variable (Purchase Intention)



Research Methodology

This study adopts a descriptive and causal research design to examine the influence of digital marketing factors on smartphone purchase intention. A cross-sectional survey method was used to collect data from smartphone users who frequently encounter online reviews and influencer marketing. The research employs a quantitative approach, using a structured questionnaire and statistical analysis (including reliability analysis, factor analysis, and regression) to test the relationships between the identified independent variables and the dependent variable.

Sampling Location: The research was conducted among smartphone users across diverse demographic backgrounds without restricting to a particular geographical location, as responses were collected from a broad user base. **Sampling Method:** A non-probability convenience sampling method was employed to access respondents who regularly encounter smartphone marketing through digital channels. **Sample Unit:** The sample unit for this study was individual smartphone users across different age groups, income levels, and educational backgrounds. **Sample Size:** The total sample size for the study was 360 respondents, which is adequate for conducting statistical analysis, including factor analysis and multiple regression.

The primary research technique used for data collection was a structured survey questionnaire. The questionnaire was designed to measure respondents' perceptions of the independent variables and their smartphone purchase intention. All constructs were measured using established scales adapted from prior literature, with items assessed on a 5-point Likert scale ranging from strongly disagree to strongly agree.

Reliability analysis (Cronbach's Alpha) was conducted to ensure the internal consistency of each construct. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test were applied to assess the adequacy of the data for factor analysis. Exploratory Factor Analysis (EFA) was used to examine the underlying factor structure and confirm construct validity. Multiple Linear Regression Analysis was performed to test the hypotheses and examine the relationships between the independent variables and smartphone purchase intention.

Results and Interpretation

1. Demographic Analysis

Table 1: Demographic Profile of Respondents

Category		Male	Female	Total
Age	Below 20	15	11	26
	21-30	71	42	113
	31-40	51	33	84
	41-50	35	27	62
	Above 50	44	31	75
Income	Less than 10K	23	15	38
	10K-25K	34	25	59
	25K-50K	53	32	85
	50K-75K	39	24	63
	75K-1L	23	26	49
	More than 1L	44	22	66
Education	Less than 10th	3	1	4
	10th	7	7	14
	12th or PUC	20	17	37
	UG	85	56	141
	PG	80	52	132
	Ph.D	21	11	32
Gender	Total	216	144	360

Source: Author's calculation using SPSS 27.0

Descriptive Analysis: The demographic profile of the 360 respondents reveals a slightly male-dominated sample, with 216 males (60%) and 144 females (40%). The majority of participants (31.4%) fall within the 21–30 age group, indicating a predominantly young and digitally active population. This is followed by 23.3% in the 31–40 age group, 17.2% in the 41–50 range, 20.8% above 50 years, and 7.2% below 20 years. In terms of income distribution, the largest groups are in the 25K-50K range (23.6%) and more than 1L category (18.3%), followed by 50K-75K (17.5%) and 10K-25K (16.4%). Regarding educational qualifications, the majority of respondents hold undergraduate (39.2%) and postgraduate (36.7%) degrees, while 10.3% have schooling or less and 8.9% hold Ph.D. degrees. This educational background suggests a well-informed and tech-savvy sample, well-suited for studies related to smartphone purchase behavior and digital marketing influences.

2. Reliability and Validity Analysis

Table 2: Reliability Statistics

Constructs	Mean	Std. Dev	Cronbach's alpha	Average variance extracted [Ave]	Composite reliability [Cr]
Online Reviews Quality	3.95	0.821	0.777	0.559	0.862
Influencer Attractiveness	3.74	0.798	0.821	0.502	0.834
Consumer Credibility	3.82	0.785	0.806	0.556	0.861
Platform Features	4.12	0.743	0.910	0.616	0.905
Consumer Behavior	4.03	0.767	0.897	0.591	0.877
Purchase Intention	3.89	0.812	0.831	0.537	0.851

Descriptive Analysis: All constructs showed high reliability based on Cronbach's Alpha, with all values exceeding the acceptable threshold of 0.70. This confirms that the questionnaire items were internally consistent and suitable for further analysis. The construct "Social Media Platform Features" showed the highest reliability with an alpha of 0.910, followed by "Consumer Behavior" (0.897) and "Purchase Intention" (0.831). The independent variables "Consumer Credibility" (0.806), "Influencer Attractiveness" (0.821), and "Online Reviews Quality" (0.777) all demonstrated acceptable to good reliability. The composite reliability (CR) values and average variance extracted (AVE) values confirm convergent validity and internal consistency of all constructs.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	3107.609
	df	435
	Sig.	.000

Descriptive Analysis: The Kaiser-Meyer-Olkin (KMO) value of 0.874 indicates excellent sampling adequacy, confirming that the dataset is well-suited for factor analysis. Additionally, Bartlett's Test of Sphericity is highly significant (Chi-square = 3107.609, $p < 0.001$), indicating strong correlations among variables. These results validate the appropriateness of proceeding with Exploratory Factor Analysis (EFA).

3. Exploratory Factor Analysis

Table 4: Rotated Component Matrix

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
ORQ1	0.806					
ORQ2	0.773					
ORQ3	0.84					
ORQ4	0.875					
ICAT1		0.771				
ICAT2		0.868				
ICAT3		0.757				
ICAT4		0.892				
CC1			0.755			
CC2			0.797			
CC3			0.895			
CC4			0.841			
SPI1				0.804		
SPI2				0.87		
SPI3				0.718		
SPI4				0.859		
CB1					0.871	
CB2					0.858	
CB3					0.7917	
CB4					0.792	

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
PI1						0.917
PI2						0.881
PI3						0.783
PI4						0.772

Descriptive Analysis: The Exploratory Factor Analysis (EFA) using Varimax rotation successfully grouped the items into five distinct components, each aligning with its respective construct. All items showed strong factor loadings (>0.70) on their designated components, confirming the scale's construct validity. Each variable—Online Reviews Quality, Influencer Attractiveness, Consumer Credibility, Social Media Platform Features, and Consumer Behavior—loaded cleanly without cross-loading issues. This indicates that the survey items were well-structured and measured their intended factors effectively.

Table 5: Regression Analysis

Variable	Unstandardized Coefficients		Sig.	R	R Square	Adjusted R Square	ANOVA	
	B	Std. Error					F	Sig.
(Constant)	0.144	0.173	0.511	0.738	0.545	0.539	84.880	.000**
Online Reviews Quality	0.106	0.053	0.047					
Influencer Attractiveness	0.168	0.046	0.000					
Consumer Credibility	0.012	0.051	0.810					
Social Media Features	0.352	0.061	0.000					
Consumer Behavior	0.340	0.055	0.000					

*, Dependent Variable: Purchase Intention

Results and Discussions

The regression results indicate a highly robust and statistically significant model, as evidenced by an Adjusted R Square value of 0.539. This implies that approximately 54.5% of the variation in smartphone purchase intention (dependent variable) is explained by the combined influence of the five independent variables. The ANOVA results further confirm the model's overall significance, with an F-value of 84.880 and a p-value less than 0.001, thereby rejecting the null hypothesis that the independent variables have no collective impact on purchase intention. The strength of the model ($R = 0.738$) suggests a strong positive correlation between the predictors and the dependent variable, confirming the effectiveness of the selected factors in explaining purchase behavior.

In terms of individual predictors, the unstandardized coefficients highlight that Social Media Platform Features ($B = 0.352$, $p < 0.001$) and Consumer Behavior ($B = 0.340$, $p < 0.001$) exert the most significant positive effects on purchase intention. These results suggest that consumers respond more favorably when smartphone marketing leverages user-friendly platforms and when their active engagement behaviors align with purchase decisions. Influencer Attractiveness ($B = 0.168$, $p < 0.001$) also shows a significant positive impact, indicating that attractive and charismatic influencers effectively motivate smartphone purchase intention. Online Reviews Quality ($B = 0.106$, $p = 0.047$) demonstrates a moderate but significant positive effect, confirming the continuing importance of credible review information in purchase decisions.

Conversely, Consumer Credibility ($B = 0.012$, $p = 0.810$) shows a minimal and non-significant coefficient, indicating that perceived credibility does not significantly enhance purchase intention in this model. This suggests that credibility may be mediated by other factors such as platform features and influencer characteristics, or that consumers may evaluate credibility through different mechanisms not captured in this study.

Based on hypothesis testing, the null hypotheses for H1 (Online Reviews Quality), H2 (Influencer Attractiveness), H4 (Social Media Platform Features), and H5 (Consumer Behavior) are rejected, confirming their statistically significant impact on smartphone purchase intention. However, the null hypothesis for H3 (Consumer Credibility) fails to be rejected, indicating no significant direct relationship. Overall, the findings emphasize that platform optimization, active consumer engagement, and strategic use of attractive influencers are key drivers of smartphone purchase intention, while direct credibility assessments play a lesser role in influencing consumer decisions.

Implications of the study

The study highlights that social media platform features, consumer behavior, and influencer attractiveness significantly enhance smartphone purchase intention. Businesses should therefore invest in optimizing platform functionalities, encouraging active consumer engagement, and partnering with attractive and credible influencers to maximize marketing effectiveness. Focusing resources on these key drivers can improve return on marketing investment and enhance customer acquisition in the competitive smartphone market.

Academically, the findings contribute to consumer behavior and digital marketing literature by validating the strong influence of platform features and behavioral engagement in smartphone purchase decisions. The results encourage future research to explore mediating factors between credibility and purchase intention, as well as investigating cultural and demographic moderators in smartphone marketing effectiveness models.

Conclusion and Future Scope of the study

The findings of this study reaffirm that digital marketing variables, particularly online reviews quality, influencer attractiveness, consumer behavior, and social media platform features—play significant roles in shaping smartphone purchase intentions. While influencer attractiveness and review quality showed moderate effects, consumer behavior and platform features emerged as stronger predictors of purchase intention, underscoring the dynamic nature of consumer engagement in the digital ecosystem. These results highlight that marketers must focus not only on promotional creativity but also on authenticity, transparency, and user experience design to foster lasting consumer trust and drive purchase behavior.

From a managerial standpoint, the study provides practical implications for smartphone marketers, emphasizing the need for credible review mechanisms, authentic influencer collaborations, and interactive platform environments that enhance consumer confidence and engagement. By integrating data-driven personalization and ethical communication, brands can create sustainable digital marketing strategies that align with evolving consumer expectations.

Although the present research provides valuable insights, it opens several avenues for future exploration. Future studies could extend the model by incorporating psychological constructs such as perceived risk, brand attachment, and digital fatigue to capture deeper cognitive and emotional dimensions of purchase intention. Longitudinal research could examine how consumer perceptions of influencer credibility and review authenticity evolve over time, particularly with the growing use of AI-generated content and virtual influencers. Cross-cultural comparative studies may also help uncover how cultural values and digital literacy influence online purchase behaviors in emerging versus developed markets.

Additionally, future research can employ advanced analytical models such as structural equation modeling (SEM) or machine learning algorithms to predict purchase patterns with greater accuracy. Exploring the interaction between sustainability communication, ethical advertising, and digital trust in smartphone marketing could further enrich academic understanding and practical implementation in this rapidly evolving field.

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