

A Study on the Influence of Electronic Media in Shaping Cosmetic Purchase Decisions in Rural Areas

Dr. Meeta Sharma Moghe¹, Vidushee Kadam²

¹Associate Professor, Mansarovar Global University, Bhopal

²Research Scholar, Mansarovar Global University, Bhopal

Abstract

This study explores how electronic media influences cosmetic purchase decisions among individuals living in rural areas. With the widespread use of smartphones, internet access, and social media platforms, even rural consumers have become active participants in digital marketing ecosystems. The research focuses on understanding the behavioral patterns, purchasing motivations, and media exposure that shape cosmetic buying trends. Data collected from 207 respondents through a structured questionnaire reveals that the majority of respondents are young adults aged 18–25 years, mainly students, who rely heavily on electronic media, particularly YouTube and WhatsApp, for information and advertisements. The findings suggest that media advertisements and influencer promotions play a key role in shaping brand preferences and purchase intentions among rural youth.

Keywords: Electronic media, rural consumers, cosmetics, purchase decisions, social media influence, advertisements, digital marketing

Introduction

The rapid expansion of digital communication and electronic media has significantly influenced consumer behaviour across both urban and rural regions. In rural India, where traditional advertising once dominated, the rise of affordable internet and smartphones has enabled a new wave of awareness and aspiration among consumers. Cosmetic products, once considered a luxury, have now become an essential part of self-presentation and lifestyle. Electronic media platforms, including television, YouTube, WhatsApp, and Instagram, have emerged as powerful tools for marketers to connect with rural audiences. This study investigates how such exposure impacts the buying behaviour of rural consumers when it comes to cosmetic products.

Objectives -

1. To analyze the demographic profile of respondents influencing cosmetic purchase decisions in rural areas.
2. To study the impact of electronic media on shaping consumer preferences for cosmetics.
3. To identify which electronic platforms have the most influence on rural consumers.
4. To evaluate the relationship between media exposure and purchasing motivation for cosmetics.

Literature Review -

Previous studies have shown that electronic media has transformed the way consumers perceive and purchase products.

Research by Singh (2022) highlighted that television and social media advertisements significantly shape purchase behavior among rural youth.

Similarly, Sharma and Rani (2023) found that rural consumers are increasingly brand-conscious due to digital exposure.

The interaction between social influence, aspirational appeal, and electronic marketing has made consumers more informed and brand-sensitive.

This study extends the literature by focusing on rural cosmetic consumers and the psychological and economic factors affected by digital promotions.

Methodology -

The study is descriptive in nature and based on primary data collected from 207 respondents through a structured Google Form questionnaire.

The survey consisted of both demographic and behavioral questions related to cosmetic usage and electronic media exposure. Responses were analyzed using percentage analysis to identify dominant patterns. The study focuses on respondents from rural areas, primarily students and young adults, to understand their dependence on digital media for cosmetic-related information.

Data Analysis and Interpretation

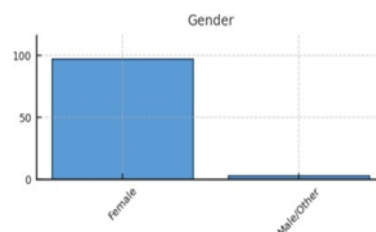


Figure 1: Gender

Interpretation: The largest share for this question is Female (97.1%), indicating a dominant trend in the sample related to gender.

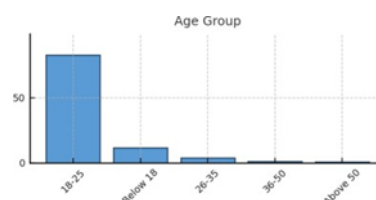


Figure 2: Age Group

Interpretation: The largest share for this question is 18-25 (82.6%), indicating a dominant trend in the sample related to age group.

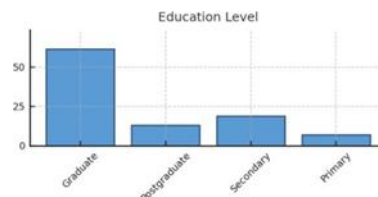


Figure 3: Education Level

Interpretation: The largest share for this question is Graduate (61.4%), indicating a dominant trend in the sample related to education level.

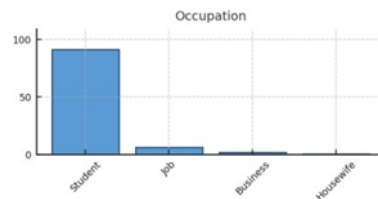


Figure 4: Occupation

Interpretation: The largest share for this question is Student (91.3%), indicating a dominant trend in the sample related to occupation.

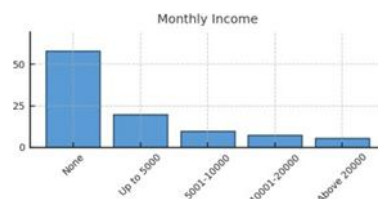


Figure 5: Monthly Income

Interpretation: The largest share for this question is None (58.0%), indicating a dominant trend in the sample related to monthly income.

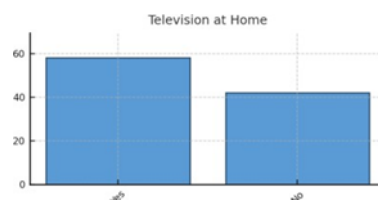


Figure 6: Television at Home

Interpretation: The largest share for this question is Yes (58.0%), indicating a dominant trend in the sample related to television at home.

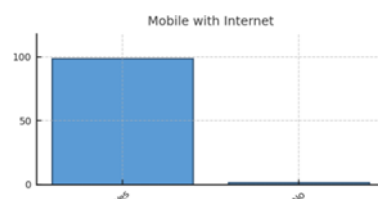


Figure 7: Mobile with Internet

Interpretation: The largest share for this question is Yes (98.6%), indicating a dominant trend in the sample related to mobile with internet.

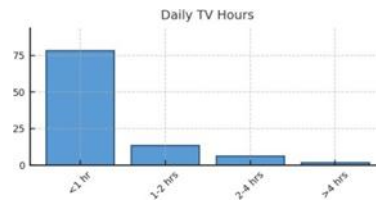


Figure 8: Daily TV Hours

Interpretation: The largest share for this question is <1 hr (78.3%), indicating a dominant trend in the sample related to daily tv hours.

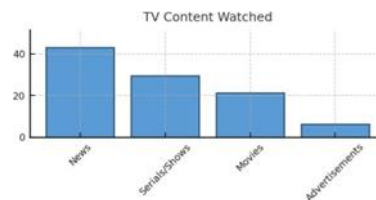


Figure 9: TV Content Watched

Interpretation: The largest share for this question is News (43.0%), indicating a dominant trend in the sample related to tv content watched.

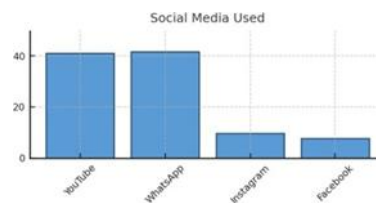


Figure 10: Social Media Used

Interpretation: The largest share for this question is WhatsApp (41.5%), indicating a dominant trend in the sample related to social media used.

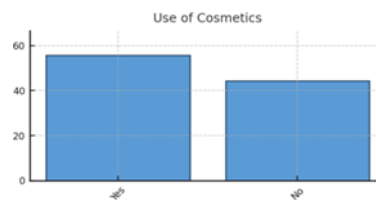


Figure 11: Use of Cosmetics

Interpretation: The largest share for this question is Yes (55.6%), indicating a dominant trend in the sample related to use of cosmetics.

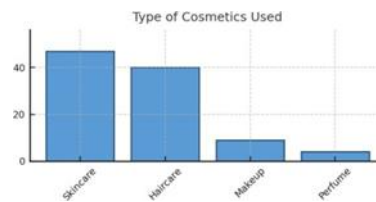


Figure 12: Type of Cosmetics Used

Interpretation: The largest share for this question is Skincare (46.9%), indicating a dominant trend in the sample related to type of cosmetics used.

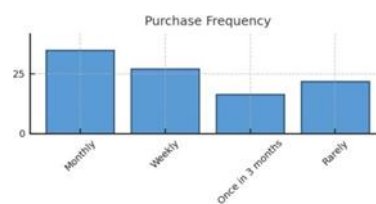


Figure 13: Purchase Frequency

Interpretation: The largest share for this question is Monthly (34.8%), indicating a dominant trend in the sample related to purchase frequency.

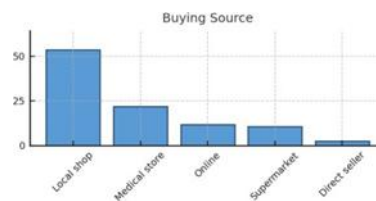


Figure 14: Buying Source

Interpretation: The largest share for this question is Local shop (53.6%), indicating a dominant trend in the sample related to buying source.

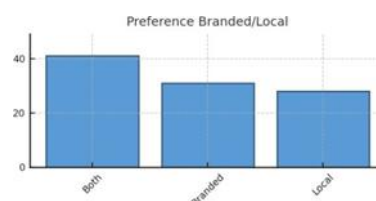


Figure 15: Preference Branded/Local

Interpretation: The largest share for this question is Both (41.0%), indicating a dominant trend in the sample related to preference branded/local.

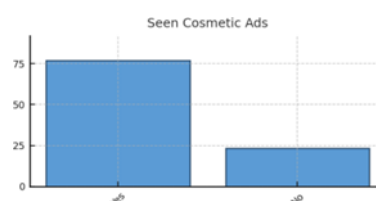


Figure 16: Seen Cosmetic Ads

Interpretation: The largest share for this question is Yes (76.8%), indicating a dominant trend in the sample related to seen cosmetic ads.

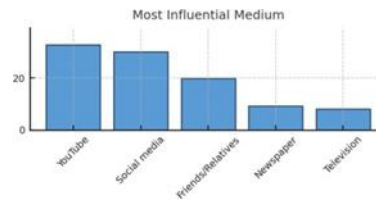


Figure 17: Most Influential Medium

Interpretation: The largest share for this question is YouTube (32.9%), indicating a dominant trend in the sample related to most influential medium.



Figure 18: Purchased After Ad

Interpretation: The largest share for this question is Yes (54.6%), indicating a dominant trend in the sample related to purchased after ad.

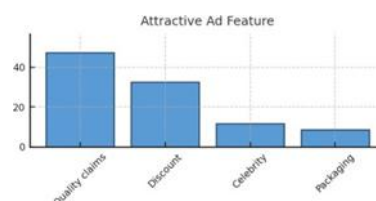


Figure 19: Attractive Ad Feature

Interpretation: The largest share for this question is Quality claims (47.3%), indicating a dominant trend in the sample related to attractive ad feature.



Figure 20: Believe Ad Claims

Interpretation: The largest share for this question is Sometimes (42.1%), indicating a dominant trend in the sample related to believe ad claims.

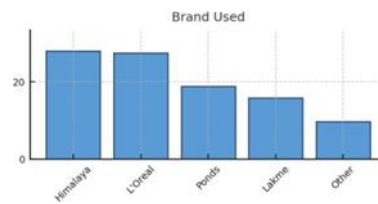


Figure 21: Brand Used

Interpretation: The largest share for this question is Himalaya (28.0%), indicating a dominant trend in the sample related to brand used.



Figure 22: Ads Help in Selection

Interpretation: The largest share for this question is Yes (72.5%), indicating a dominant trend in the sample related to ads help in selection.

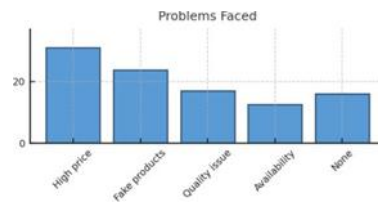


Figure 23: Problems Faced

Interpretation: The largest share for this question is High price (30.9%), indicating a dominant trend in the sample related to problems faced.



Figure 24: Compare Online Before Buying

Interpretation: The largest share for this question is Yes (57.5%), indicating a dominant trend in the sample related to compare online before buying.



Figure 25: Discount Influence

Interpretation: The largest share for this question is Yes (71.0%), indicating a dominant trend in the sample related to discount influence.

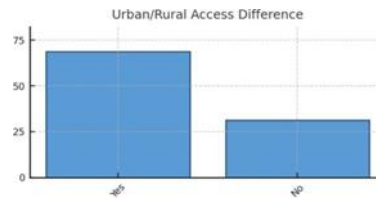


Figure 26: Urban/Rural Access Difference

Interpretation: The largest share for this question is Yes (68.6%), indicating a dominant trend in the sample related to urban/rural access difference.



Figure 27: Discuss Before Buying

Interpretation: The largest share for this question is Sometimes (48.3%), indicating a dominant trend in the sample related to discuss before buying.

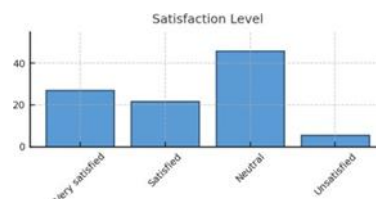


Figure 28: Satisfaction Level

Interpretation: The largest share for this question is Neutral (45.9%), indicating a dominant trend in the sample related to satisfaction level.

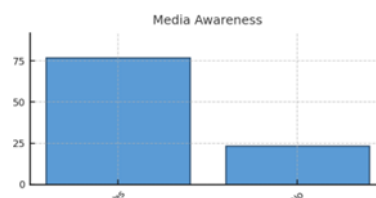


Figure 29: Media Awareness

Interpretation: The largest share for this question is Yes (76.8%), indicating a dominant trend in the sample related to media awareness.

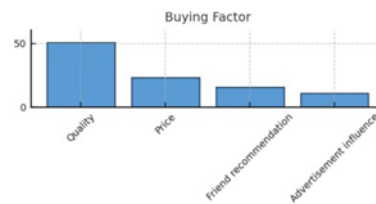


Figure 30: Buying Factor

Interpretation: The largest share for this question is Quality (50.7%), indicating a dominant trend in the sample related to buying factor.

Findings

1. Electronic media, especially mobile-based platforms, significantly influences cosmetic awareness and purchasing behavior in rural areas.
2. Young consumers rely heavily on influencer reviews, advertisements, and video tutorials.
3. Affordable and widely available internet connectivity has bridged the rural-urban information gap.
4. Cosmetic buying patterns are driven more by perceived social value and trend adoption rather than need.
5. Educational background and youth aspirations contribute to increased brand preference and experimentation with new products.

Conclusion

The study concludes that electronic media plays a pivotal role in shaping cosmetic purchase decisions among rural consumers. It bridges the information divide and exposes rural audiences to modern lifestyle trends. The findings emphasize the power of visual and interactive media, where advertisements, influencer marketing, and peer recommendations dominate the decision-making process. With increasing digital access, rural consumers are now as brand-conscious and trend-driven as their urban counterparts. Therefore, marketers must tailor their media strategies to cater to rural preferences with culturally relevant content.

References

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