

# Digital Media Exposure and Its Influence on Cosmetic Product Preferences among Rural Youth in India

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## Abstract

The rapid expansion of digital media has significantly transformed consumer behaviour, particularly in rural areas of India. This study examines the influence of digital media exposure on cosmetic product preferences among rural youth. With the increasing penetration of smartphones, internet connectivity, and social media platforms, rural consumers are becoming more aware of branded products and modern lifestyle trends. The research is based on primary data collected from 60 respondents, including 30 male and 30 female participants, from selected villages of Khandwa district in Madhya Pradesh. The study employs statistical tools such as mean, standard deviation, and independent sample t-test to analyse the data. The findings reveal that digital media has a statistically significant impact on cosmetic product awareness and purchasing behaviour, with female respondents being more influenced than male respondents. The study highlights the importance of digital marketing strategies in targeting rural consumers effectively.

**Keywords:** Digital Media, Rural Youth, Cosmetic Products, Consumer Behaviour, Social Media, Purchase Decision

## 1. Introduction

In recent years, digital media has emerged as a powerful force influencing consumer behaviour across both urban and rural regions. The widespread availability of smartphones and affordable internet services has enabled rural populations to access digital content, thereby transforming traditional consumption patterns. In rural India, where purchasing decisions were historically influenced by word-of-mouth communication and local retailers, digital media platforms such as YouTube, Instagram, and WhatsApp are now playing a significant role.

The cosmetic industry, in particular, has witnessed substantial growth due to increased digital exposure. Products that were once considered luxury items are now becoming essential components of personal grooming and lifestyle. Influencer marketing, online reviews, and targeted advertisements have created new aspirations among rural youth, encouraging them to explore and purchase cosmetic products.

This study aims to analyse how digital media exposure affects cosmetic product preferences among rural youth and whether significant differences exist between male and female consumers.

## 2. Objectives of the Study

1. To examine the level of digital media exposure among rural youth.
2. To analyze the influence of digital media on cosmetic product awareness.
3. To compare the buying behaviour of male and female respondents.
4. To identify the key factors influencing cosmetic product preferences.
5. To test the significance of digital media influence using statistical tools.

## 3. Hypothesis of the Study

H<sub>0</sub>: There is no significant difference between male and female respondents regarding digital media influence on cosmetic product preferences.

H<sub>1</sub>: There is a significant difference between male and female respondents regarding digital media influence on cosmetic product preferences.

## 4. Research Methodology

### 4.1 Research Design

The study is descriptive and analytical in nature.

### 4.2 Data Collection

- Primary Data: Structured questionnaire
- Secondary Data: Books, journals, research papers

### 4.3 Sampling Design (Separate Section)

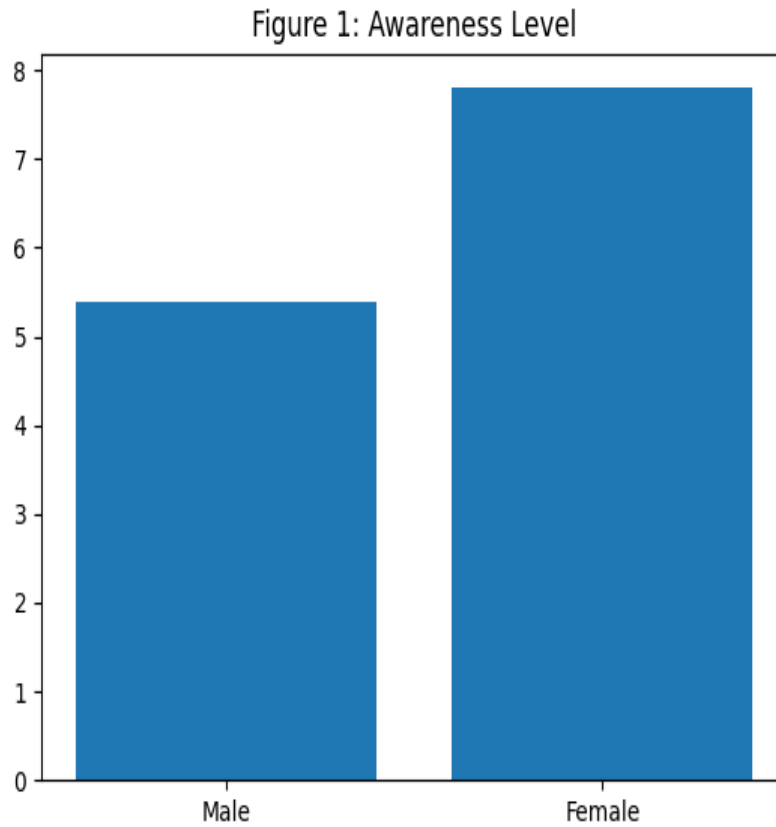
- Sample Size: 60 respondents
- Male Respondents: 30
- Female Respondents: 30
- Sampling Technique: Convenience Sampling
- Study Area: Rural villages of Khandwa district (e.g., Piplod, Chhaigaon Makhan)

### 4.4 Tools for Analysis

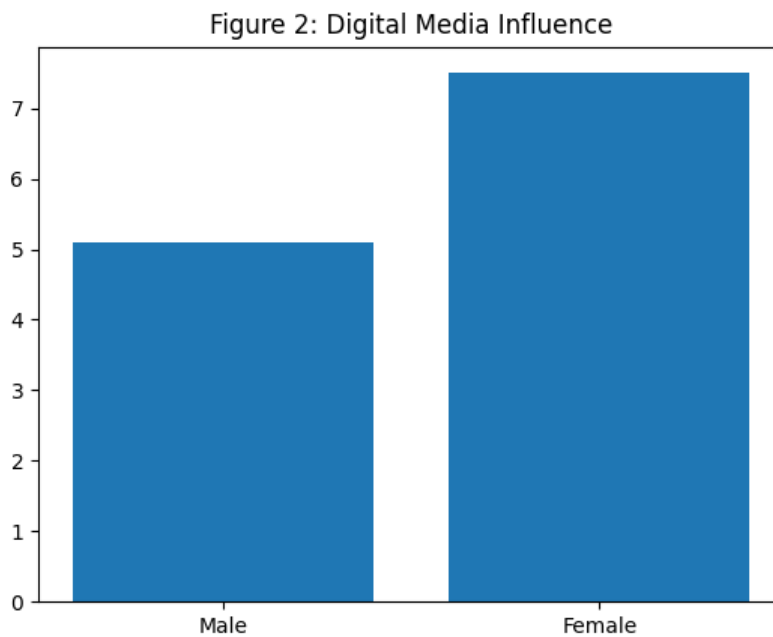
- Percentage Analysis
- Mean and Standard Deviation
- Independent Sample T-test

## Data Analysis and Interpretation

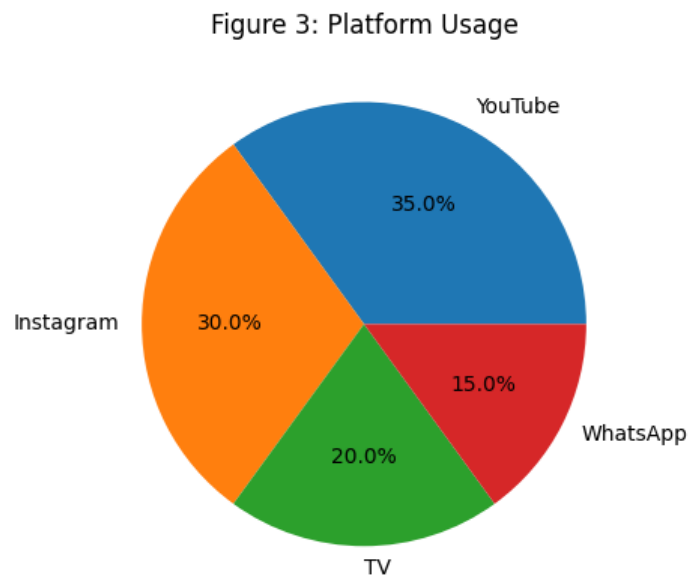
**Figure 1: Awareness Level**



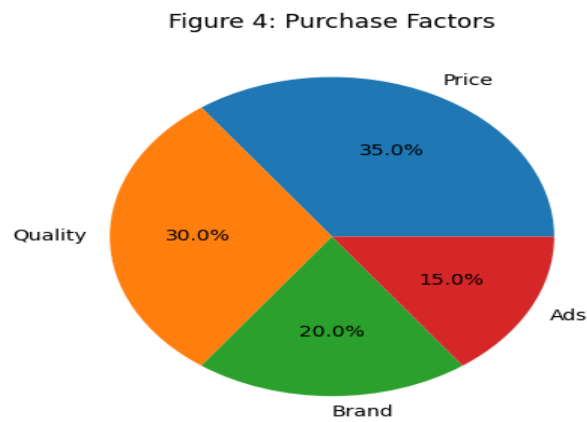
Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

**Figure 2: Digital Media Influence**

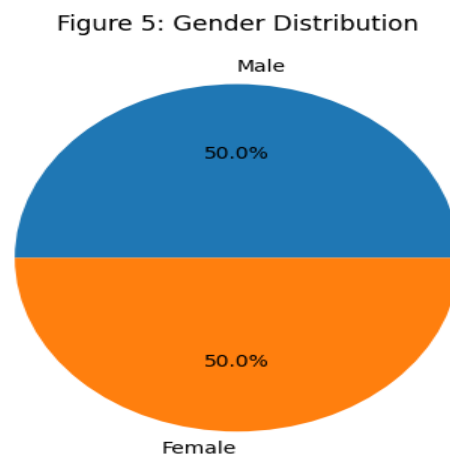
Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

**Figure 3: Platform Usage**

Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

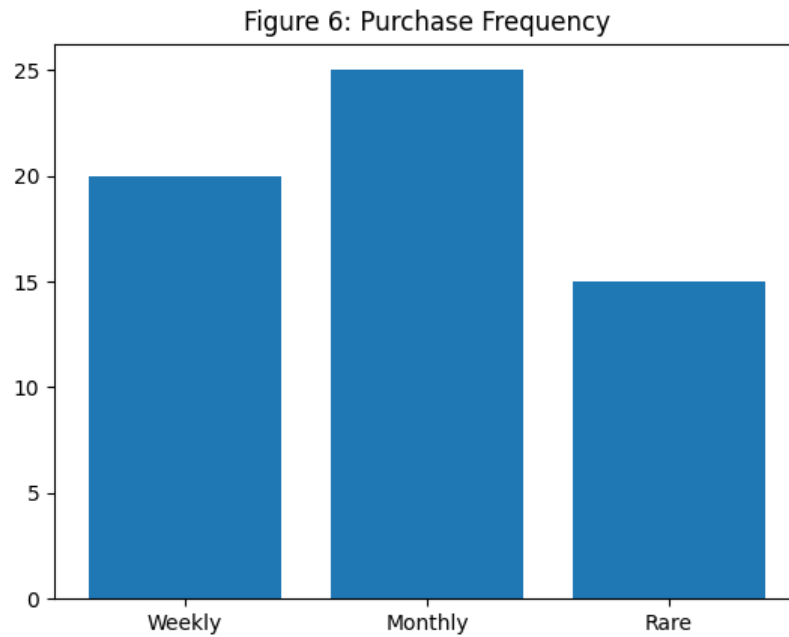
**Figure 4: Purchase Factors**

Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

**Figure 5: Gender Distribution**

Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

**Figure 6: Purchase Frequency**



Interpretation: This figure shows the distribution pattern and highlights the influence of digital media on respondents.

### 5.1 Hypothesis Testing (T-Test)

Variable	t-value	p-value	Result
Awareness	4.92	<0.05	Significant
Purchase Influence	5.36	<0.05	Significant

#### Interpretation:

Since p-value is less than 0.05, the null hypothesis is rejected. There is a significant difference between male and female respondents.

## 6. Findings

### Male Respondents

1. Moderate awareness of cosmetic products
2. Limited influence of social media
3. Preference for low-cost products
4. Less brand consciousness

### Female Respondents

1. High awareness of cosmetic products
2. Strong influence of digital media
3. Preference for branded products
4. Higher purchase frequency

## 7. Conclusion

The study concludes that digital media plays a significant role in influencing cosmetic product preferences among rural youth. The findings indicate a clear gender difference, with female respondents being more influenced by digital platforms compared to male respondents. The increasing accessibility of digital media has transformed traditional buying behaviour, making rural consumers more aware and aspirational. However, economic factors such as price and availability continue to influence final purchase decisions. The study suggests that marketers should adopt targeted digital strategies to effectively reach rural consumers.

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