

## **A Study on Factors Influencing the Consumer Buying Behaviour of Nykaa**

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### **I.INTRODUCTION**

The retail industry in India is changing, and this developing market is experiencing a big shift in how it grows and attracts investments. In contemporary society, marketing and advertising has become an inseparable part of the everyday lives of millions of people all over the world. It is strongly believed by marketers that it has an immense manipulative power for influencing consumer beliefs, attitudes, decisions through distinct types of media.

#### **Scope of the Study**

The scope of the study is focused on the factors influencing the consumer buying behaviour of Nykaa with special reference to Ernakulam district. This study is conducted to identify the online consumer buying behaviour, the level of consumer preference of different age groups and also to understand the level of satisfaction to the consumers of Nykaa.

#### **Significance of the Study**

Customer is the core of any marketing activity. It is very important to understand the customers likes and dislikes, situations when they prefer to purchase particular product or service, their behaviour and so on. This study will be useful to understand various factors affecting the consumers' behaviour towards Nykaa products. The study will be of great use to the start-ups in cosmetic segment to understand the factors of importance to be considered while formulating the strategies and to design marketing and promotional programs.

### **Objectives**

1. To analyse the online consumer buying behaviour.
2. To identify the level of consumer preference of different age, income, gender and occupation.
3. To identify the factors influencing the consumer buying behaviour.
4. To analyse the satisfaction level of the consumers of Nykaa.

### **Limitations**

- Considering time constraints as an important factor, sample size of the study was taken as 100 respondents
- Findings of the study are based on the data collected from the sample respondents. There is a chance of biased data due to lack of seriousness of the respondents while filling the survey.

### **Review of Literature**

**1.Kumar, KM. Krishna (2006)** studied consumer perceptions of promotional strategies adopted by FMCG retailers in Kerala. Some of the concerns discussed included consumer understanding of various sales promotion techniques, their attraction to consumers, and their success in raising brand awareness, encouraging brand trial purchases, repeat purchases, and brand loyalty.

**2.Priya, Raghubir (2005)** ran two lab tests to find out how consumers reacted to goods that were given away for free with the purchase of another good. According to the findings of the first study, consumers are prepared to pay less for a product that is supplied "for free" when it is presented as a joint package instead of a "Buy one, get one free" deal.

**3.Vyas, H. Preeta (2005)** attempted to study consumer preferences with respect to sales promotion in the FMCG category. Sales promotion offerings that stand out and provide an immediate reward, preferably in the form of a price decrease, have been proven to be more likely to appeal to all consumer segments.

**4.Laroche, Michel et al. (2005)** Chinese fast-food businesses were used to study the impact of coupons on consumers' brand categorisation and decision-making processes. Based on the findings, there are both direct and indirect effects, implying that the presence of a coupon for a focal brand affects customers' views and intentions toward that brand.

**5.Alvarez, Begofia, Rodolfo, Va`zquez, Casielles (2005)** research on how brand choosing behaviour is affected by sales promotion. The data required for the study was gathered via a local consumer panel. According to the writers, marketing is a tool that can assist retailers and/or manufacturers in achieving their objectives (try a brand, help decide which brand to buy, etc.).

**6.Lewis, Michel (2004)** devised a method to assess the effects of both conventional short-term promotions and dynamic loyalty programmes at the same time. They contend that thoroughly studied loyalty initiatives successfully alter behaviour and boost retention rates. Shipping costs, general pricing ranges, and email coupons all have a big

impact on what customers decide to buy.

### **Theoretical Framework**

Consumer buying behaviour is the study of people, groups, or organisations and the methods they employ to choose, obtain, utilise, and discard goods, experiences, ideas, or other wants to be satisfied, and also the effects that these methods have on the consumer and society. The individual and collective responses of target consumers reflected in the form of purchasing habits determine the marketing success or failure of a company.

#### **Characteristics of consumer buying behaviour:**

1. Bargaining - A trend of bargaining is frequently observed in buyer behaviour. They prefer to purchase items at lower prices than the merchant has stated. Indian consumers do not set a standard pricing policy either. In Indian markets, haggling is still a popular tradition.
2. Quality vs. Price - Consumers prioritise price above product variety. As a result, they favour expensive things. Because consumers are now buying higher-priced, higher-quality goods, there has been some change.
3. Trademark or brand Consciousness: The buyer's behaviour is characterised by the fact that he appears to be aware of the brand of the products and believes they are legitimate and of higher quality.
4. Consumption Patterns Changing - The consumption pattern is currently changing as a result of increased money and level of life, increased education, and a desire for additional comforts. Both low- and high-income groups are buying more refrigerators, tape recorders, coolers, sewing machines, etc
5. Credit and Guarantee - Due to the market's availability of credit and guarantee facilities, new reasons for buying are quickly gaining traction. These amenities are advancing business and trade.

#### **Nykaa**

Nykaa is the top omnichannel beauty destination in India operating since 2012. Mumbai serves as the company's headquarters. Since Nykaa only sells products for beauty, fashion, and wellness, it is preferred. The company offers a comprehensive selection of goods in a number of areas, including beauty, fragrance, personal care, bath and body, grooming tools, and health and wellbeing. Nykaa is essentially a one-stop shop for all needs related to wellness, grooming, and beauty. The fact that Nykaa gives customers a huge selection of brands to choose from is another factor in its popularity. It comprises national brands, premium brands, luxury and prestige brands, niche and cult brands, as well as brands from other countries. The company currently has more than 2,400 brands on its platform. Additionally, users benefit from expert advice and a variety of educational videos. Nykaa is growing as a community as well, allowing users to share their ideas, tips and experiences with each other.

#### **4.Data Analysis and Interpretation**

##### **Analysis and Interpretation**

It has been observed that social influences significantly affect customers' decisions to buy cosmetics. Consumer behaviour is the study of people, groups and various activities which are related with purchase, and disposal of goods and services available with the consumers. This analysis' primary focus is on how Nykaa's various business activities and pricing philosophy differs. It runs more cheaply and commands a respectable premium. Analysing the data is very important because it helps to study the data more accurately. Under data analysis, it helps to clean and transform all the data into a consistent form so that it can be studied more effectively.

##### **Objectives**

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##### **Research Questions**

1. What is the buying behavior of online consumers?
2. What is the level of satisfaction of the consumers of Nykaa?
3. What are the factors influencing the consumer buying behavior with respect to Nykaa?
4. What is the level of satisfaction of the consumers of Nykaa?

##### **Hypothesis**

1. Ho1: There is no relationship between the income level and online buying behavior of consumers.
2. Ho2: There is no relationship between the occupation status and online buying behavior of consumers.

**Tables 4.1 Gender**

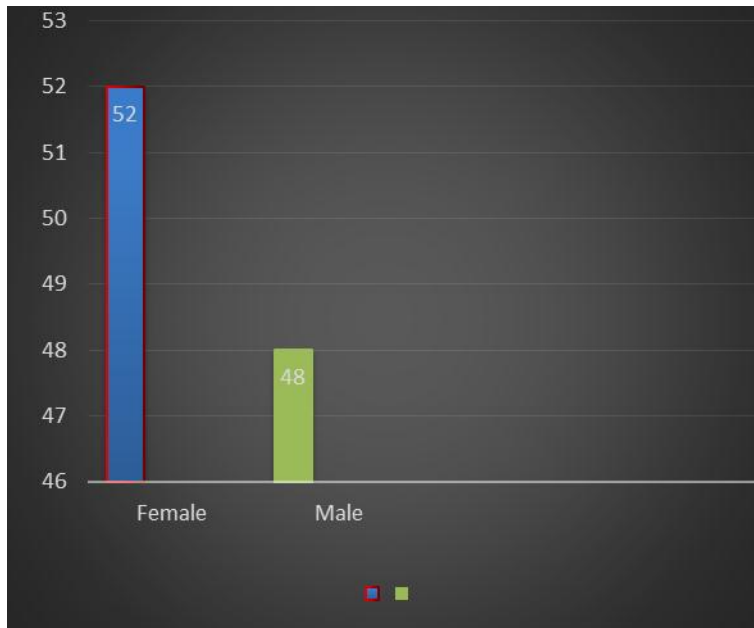
Response	No of Respondents	% of Respondents
Females	52	52
Males	48	48
Total	100	100

Source: Primary Data

Interpretation:

Table No 4.1 shows that female responses out numbered male responses. Female responses being 52% and male responses being 48%.

Chart No : 4.1 Gender



Tables: 4.2 Occupation

Response	No of Respondents	% of Respondents
Business	16	16
Public	6	6
Government	12	12
private	6	6
Student	60	60
Total	100	100

Source: Primary Data

Interpretation:

The above table 4.2 reveals that, out of 100 responses 6% belongs to private sector and students,60% belongs to government,12% belongs to 16% business and 6% include public sector.

Chart No: 4.2 Occupation

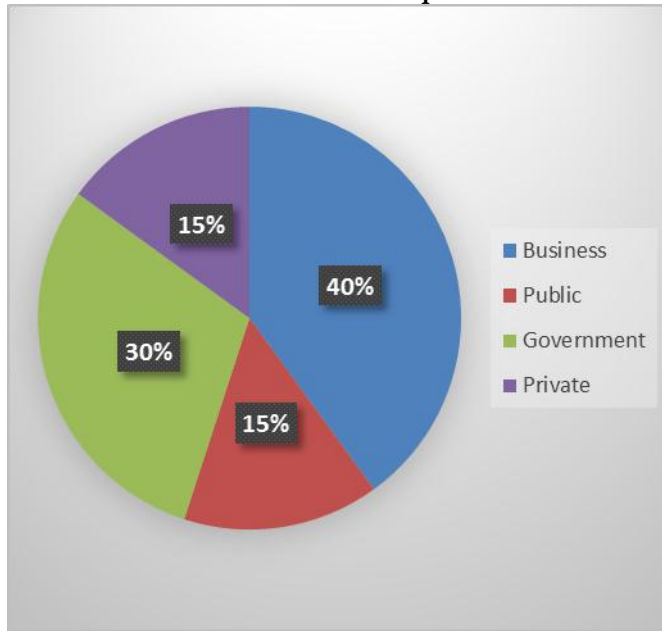


Table: 4.3 Age

Response	No of Respondents	% of Respondents
Below 20	34	34
20-30	50	50
31-40	8	8
41-50	8	8
Total	100	100

Source: Primary Data

Interpretation :

The above table 4.3 reveals that, out of 100 responses, demographic classification of 50 responses belonged to the age group of 20 – 30 - 50%. The next highest category belongs to age groups 20 – 30 and 30 – 40 which is 8%. and the lowest category of age group is below 20 which is 34%.

Chart No : 4.3 Age

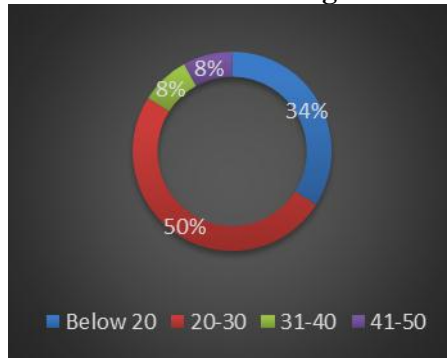


Table : 4.4 Marital Status

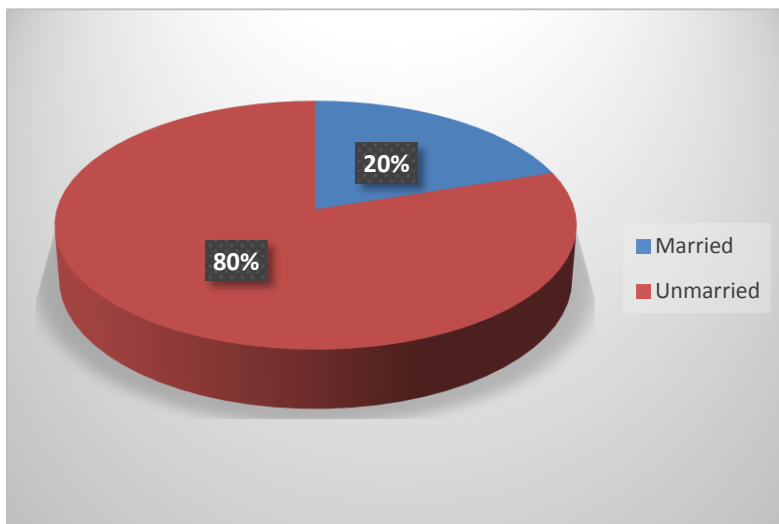
Response	No of Respondents	% of Respondents
Married	20	20
Unmarried	80	80
Total	100	100

Source: Primary Data

Interpretation:

From the above table 4.4 that 20% of the respondents were married, 80% of the respondents were unmarried.

Chart No : 4.4 Marital Status



## **Findings, Suggestions And Conclusion**

### **Findings**

#### **Demographic data:**

- The study reveals that, out of 100 respondents 12 were male responses and 88 were female responses therefore female responses have outnumbered male responses.
- The study reveals that most of the respondents come under the age group of 20- 30 which means cosmetic products are more preferred by this age group.
- The study reveals that out of 100 respondents' equal number of respondents come under the category of student and private sector.

### **Suggestions**

The cosmetics industry is moving toward the mountains and the clouds in the modern world. As customers become more aware of it, demand for it is rising quickly. Therefore, professionals might use the study's findings to evaluate their approaches to using cosmetic goods.

- The company Nykaa can pitch its beauty products for men which apparently do not have a great reach amongst the consumers.
- People are switching to herbal products as they become more conscious of their skin. Nykaa can advertise its herbal items to raise interest in them, which will boost sales.

## **II. CONCLUSION**

A few years ago, industries like beauty and personal care thrived more on the store experience of touch, feel and smell. We had no idea that sectors like personal care and beauty would likely find their way onto digital platforms. We are all aware of how much easier, simpler, and more time-efficient life has become because of the development of e-commerce websites. This has demonstrated that the personal care and beauty sectors are not an exception to the digital form of communication. Understanding consumer behaviour is crucial for marketers because it enables them to effectively communicate with customers.