



Brand Impacting Consumer Purchase Behaviors with Nykaa Products

Dr. Mohan Palani¹, M. Sai Nivas Reddy², V. Ashish³, K. Bhanu Teja⁴

¹Associate Professor, KLEF, KLH University

²(2110560123), ³(2110560106), ⁴(2110560053) BBA 21 Batch, KLH University



ABSTRACT:

A few years ago, the touch, feel, and smell of stores was more important to the success of certain businesses, such as personal care and cosmetics. We had no idea that sectors like personal care and cosmetics would likely find their way onto internet platforms. We are all aware of how much easier, simpler, and more time-efficient life has become globally thanks to the development of e-commerce websites. This and other shifting trends have demonstrated that the personal care and beauty sectors are not an exception to the digital mode.

The purpose of the study is to understand how advertising, promotions, and pricing affect online cosmetic sales. A survey with 100 respondents was evaluated using Google Forms. The results illustrate how pricing, promotion, and discounts affect consumers' purchasing decisions when they purchase cosmetics online. The study also shows how e-commerce platforms have changed the reasons why consumers choose online shopping over brick-and-mortar stores, and what factors influence consumer satisfaction with cosmetics and beauty products and their purchase behavior in relation to Nykaa, an online platform.

Keywords: Brand image, Consumer Buying Behavior, Consumer Purchasing Behavior.

Introduction:

In India, Nykaa, an e-commerce startup based in Mumbai, Maharashtra, is the biggest site for beauty purchasing. With more than 650 products, 25 of which are luxury brands like MAC, Clinique, Estee Lauder, NYX, Bobbi Brown, etc., it serves more than 1000 cities in India. In addition, Nykaa has 33 physical locations that are divided into two categories: Nykaa luxurious and Nykaa on trend.

Nykaa has made a really astute approach to entering the industry. It has made use of the Porter's value chain framework, a technique for calculating competitive advantage through market price variations. This analysis's primary focus is on how Nykaa's business operations differ from one another in terms of pricing and costing concepts.

Company Profile:

Nykaa is an Indian [e-commerce](#) company headquartered in [Mumbai](#). It sells [beauty](#), [wellness](#) and [fashion](#) products through its website, mobile app, and over 100 physical stores. In 2020, it became the first Indian [unicorn startup](#) headed by a woman.

Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty. As of 2020, it retails over 2,000 brands and 200,000 products across its platforms.

Objectives of the study:

- 1) To understand how the brand image impact on consumer buying behaviour.
- 2) To research and evaluate the purchasing habits of internet customers.
- 3) To evaluate the degree of behavior displayed by clients across various age groups.
- 4) To comprehend the variables affecting consumers' purchasing decisions in relation to Nykaa.
- 5) To investigate consumers' attitudes towards Nykaa's goods.
- 6) To assess the level of behavior exhibited by clients of different ages.

Methodology:

Sample Design :

In research, a descriptive design is employed. A thorough and detailed analysis of the research is provided by a systematic and structured descriptive technique.

Sample size:

Sample size taken for the study is 100 respondents.

Sources of data:

There are two methods used to gather the data:

Primary Data:

Questionnaires were used to collect most of the study's data.

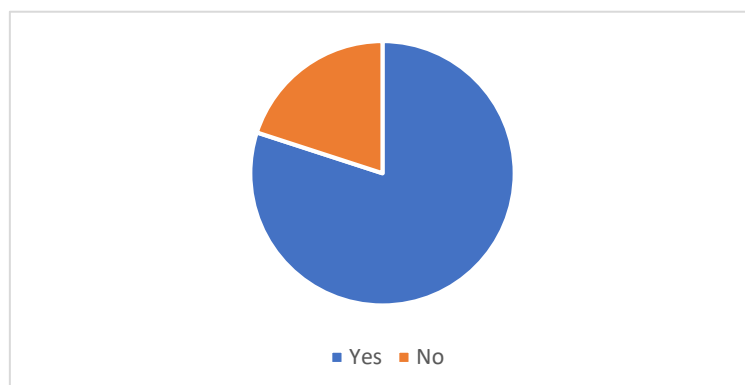
An online survey with a structured questionnaire was utilized to get primary data directly from the respondents. With the use of specialized software known as "Google Forms," anyone may create a custom question format and promptly publish it online.

Secondary Data:

Research papers, news stories, blogs on social sales forces, sales force reports, Internet content, journals, books, etc. will be used to collect the secondary data.

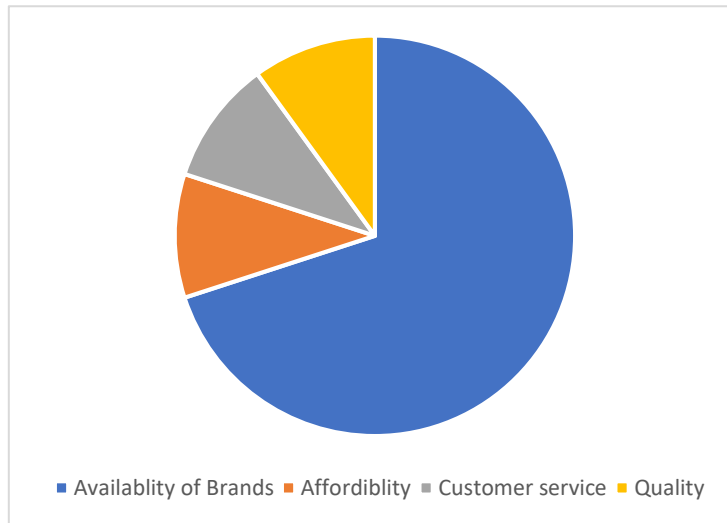
Data analysis & interpretation:

1. Do you like to shop at Nykaa?



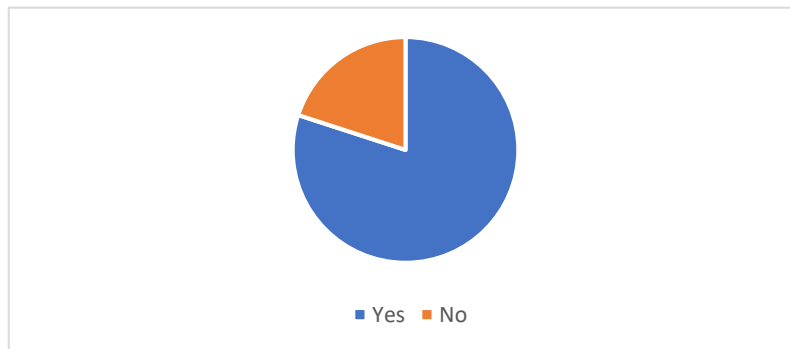
According to the Pie Chart, 80% of the respondents of the likes to shop at Nykaa, 20% of the respondents do not like to shop at Nykaa.

2.What are the factors that influenced to shop at Nykaa?



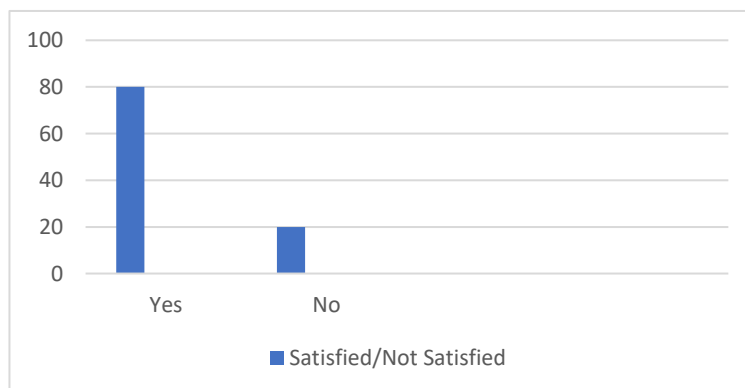
According to the Pie chart, 70% of the respondents shop at Nykaa due to availability of brands,10% of the respondents shop at Nykaa due to affordability,10% of the respondents shop at Nykaa due to customer service,10% of the respondents shop at Nykaa due to Quality.

3.Do you like Nykaa beauty products?



According to the Pie Chart, 80% of the respondents like to shop beauty products at Nykaa,20% of the respondents like to shop beauty products.

4. Are satisfied with the Nykaa products?



According to the Pie Chart, 80% of the respondents are satisfied with Nykaa products, 20% of the respondents are not satisfied.

Finding:

Majority of the respondents of the likes to shop at Nykaa.

Majority of the respondents shop at Nykaa due to availability of brands.

Majority of the respondents like to shop beauty products at Nykaa.

Majority of the respondents are satisfied with Nykaa products.

Suggestions:

- The business Nykaa can advertise its grooming products for guys, which don't seem to be very popular with customers.
- People are turning to herbal products as they become more aware of their skin. Nykaa can advertise its herbal goods to boost sales by increasing consumption.
- To entice new and potential consumers to make additional purchases, the business can provide gift vouchers to them.

Conclusion:

This study helped to understand whether the customers are satisfied with the Nykaa products. It helped to evaluate the impact of brand image on customer purchasing behavior. It is concluded that Nykaa as good brand image in the market.

References:

Anjana, S.S., 2018. A study on factors influencing cosmetic buying behaviour of consumers. *International Journal of Pure and Applied Mathematics*, 118(9), pp.453-459.

Bhatt, S. and Bhatt, A., 2012. Factors influencing online shopping: an empirical study in Ahmedabad. *The IUP Journal of Marketing Management*, 9(4), pp.51-65. Jadhav, V. and Khanna, M., 2016.

Factors influencing online buying behavior of college students: A qualitative analysis. *The Qualitative Report*, 21(1), p.1. Sharma, A., Bhola, S., Malyan, S. and Patni, N., 2013. Impact of brand loyalty on buying behavior of women consumers for beauty care products-Delhi region.

Global Journal of Management and Business Studies, 3(7), pp.817-824. Rastogi, A.K., 2010. A Study of Indian Online Consumers & Their Buying Behaviour. *International Research Journal*, 1(10), pp.80-82. Prasad, A. and Gudimetla, S., 2019.