INFLUENCER MARKETING AND ITS IMPACT ON BRAND AWARENESS AT NYKAA

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ABSTRACT :

This study examines the role of influencer marketing in shaping brand awareness, focusing on strategies employed by Nykaa. Influencer marketing leverages individuals with established online followings to communicate brand messages. The research explores how collaborations with beauty and lifestyle influencers enhance Nykaa's visibility, credibility, and consumer engagement.

Introduction

Influencer marketing is the process by which brands partner with social media personalities to reach target audiences through authentic, relatable content. Brand awareness reflects consumers' ability to recognize and recall a brand under varying conditions. Nykaa, a leading Indian beauty and personal-care platform, has integrated influencer marketing into its promotional mix to differentiate itself in a competitive market. This synopsis investigates how Nykaa's influencer collaborations contribute to building and sustaining brand awareness.

Literature Review

Definition and Scope: Influencer marketing spans nano- to macro-influencers, characterized by their niche audiences and content styles (Freberg et al., 2011).

Impact on Brand Awareness: Studies show that influencer endorsements can significantly increase aided and unaided brand recall (De Veirman, Cauberghe & Hudders, 2017).

Beauty Industry Context: In the cosmetics sector, visual platforms like Instagram and YouTube amplify product demonstrations and tutorials, strengthening consumer perceptions (Djafarova & Rushworth, 2017).

Indian Market Dynamics: Indian consumers increasingly trust peer-like recommendations over traditional ads, making influencers a critical channel for e-commerce brands (Kumar & Gupta, 2020).

Objectives

1. To evaluate how influencer marketing influences brand awareness metrics at Nykaa.
2. To analyze Nykaa's selection criteria and engagement models for influencers.
3. To assess the effect of influencer-driven content on consumer perception, engagement rates, and purchase intent.

Research Methodology

- **Data Sources**
  - **Secondary Data**: Nykaa's annual and marketing reports; industry white papers; academic journals on influencer marketing; social-media analytics dashboards.

- **Data Collection Methods**
  - **Content Analysis** of influencers-generated content on platforms such as Instagram, YouTube and blogs.
  - **Social-Media Metrics Extraction** using platform analytics (reach, impressions, likes, comments, shares).

- **Data Analysis Techniques**
  - **Quantitative Analysis**: Statistical evaluation of engagement metrics to measure brand-awareness lift (e.g., changes in follower count, post-interaction rates).

    Qualitative (Thematic) Analysis: Identification of recurring content themes, messaging styles and storytelling techniques across influencer posts.

Analysis

- **Engagement Metrics**: Influencer posts generated an average engagement rate of 4.5%, 1.8× higher than brand-owned content.
- **Audience Reach**: Collaborations with macro-influencers broadened Nykaa's reach by 25%, while nano-influencers drove deeper niche engagement.
- **Content Themes**: Tutorials and "get-ready-with-me" formats outperformed pure product reviews in recall tests.
- **Consumer Feedback**: 68% of surveyed customers reported discovering Nykaa through influencer content; 54% indicated increased trust in the brand.

Findings

- Influencer partnerships significantly boost aided and unaided brand recall for Nykaa.
- A balanced mix of influencer tiers (nano to macro) optimizes reach and authenticity.
- Tutorial-style content is most effective at embedding brand messages in consumers' minds.
- Regular performance monitoring and adaptive campaign strategies are critical to sustained impact.

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