



CONSUMER PREFERENCE ON COSMETIC PRODUCTS OF NYKAA IN MADURAI CITY.

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ABSTRACT:

The goal of the article is to investigate Madurai City's Nykaa cosmetics product preferences people while buying cosmetics in Nykaa prioritize finding the best goods at the lowest possible price. According to this study, a number of variables, including price, brand, quality, advertising, and packaging, have a significant impact on consumer preference. The purpose of the study is to determine how pricing, promotions, and discounts affect online cosmetic purchases. A Google form was used for the analysis of a survey with 70 respondents. The findings demonstrate how pricing, promotions, and discounts affect customers' decision-making when they buy cosmetics online. When it comes to cosmetics and beauty products, customer happiness and purchasing behavior are related to the Nykaa online platform.

KEYWORDS:

NYKAA, CONSUMER BEHAVIOUR, MARKETING, BEAUTY, ENTREPRENEUR.

1.1 INTRODUCTION

The aim of this paper is to investigate Madurai city's consumer preferences for Nykaa cosmetic items. Since its launch in 2012, Nykaa has emerged as India's leading Omni channel beauty destination. It is recommended since Nykaa solely offers goods for wellness, fashion, and beauty. The company provides a wide range of products in several categories, such as bath and body, personal care, beauty, fragrance, grooming tools, and health and wellness. In essence, Nykaa serves as a one-stop shop for all requirements pertaining to appearance, grooming, and wellness. Another reason for Nykaa's appeal is the vast array of brands it offers clients to choose from. India's greatest beauty shopping destination, NYKAA, is an e-commerce enterprise. In 2012, Falguni Nayar, the former MD of KOTAK Mahindra Capital Co., launched it. Mumbai is home to Nykaa's headquarters. Maharashtra's (formerly Bombay) capital city is located in India. The Bengali term "Neyka" (meaning "one in the spotlight") is the source of the word "Nykaa". While buying cosmetics in Nykaa, people prioritize finding the best goods at the lowest possible price. According to this study, a number of variables, including price, brand, quality, advertising, and packaging, have a significant impact on consumer preference.

1.2 STATEMENT OF THE PROBLEM:

One of the top online marketplaces for beauty and cosmetics is Nykaa. The research paper aims to investigate the company's operations and potential influencing factors on consumer purchasing patterns and satisfaction with Nykaa. Nykaa is an online store where cosmetics can be bought. Therefore, research has been done in this study to

understand the many elements affecting customers' behavior toward cosmetic items. Specifically, consumers' behaviour toward Nykaa, the brand leader in the online cosmetics e-commerce portal, has been studied.

1.3 REVIEW OF LITRETURE:

1. 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. The second study found that consumers are less eager to pay for a product when it is given away "for free," particularly when the original promotional offer does not include the cost of the gift.

2. 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.

3. 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 towards the brand.

1.4 OBJECTIVE OF THE STUDY:

- To examine the purchasing habits and

contentment of consumers with cosmetic products over the internet.

- To ascertain the impact of various advertising mediums (e.g., influencer marketing, social media, etc.).
- To investigate customer satisfaction levels with regard to internet buying.
- To learn about the attitudes of consumers regarding Nykaa's beauty products;
- To assess the behavioural level of clients across various age groups.

1.5 RESEARCH DESIGN:

1.5.1 SOURCE OF DATA:

The research design is a primary & secondary data for consumer preference cosmetic products in Nykaa.

PRIMARY DATA:

Primary data collected through an online questionnaire to set of respondents who are believed to have desired information.

SECONDARY DATA:

Various published articles regarding consumer buying behaviour and about the company of Nykaa.

Data collected from internet, books, and journals available.

1.5.2 SAMPLING DESIGN:

In present study, "Simple Random Sampling Method" is used among various publics.

1.5.3 SAMPLE SIZE:

70 respondents are chosen as a sample size for the study.

1.5.4 STATISTICAL TOOLS AND DATA ANALYSIS:

- ❖ The tools for analysis include percentage.
- ❖ The tabulation and percentage of data in the form of graphs, charts, tables.

1.6 DATA ANALYSIS:

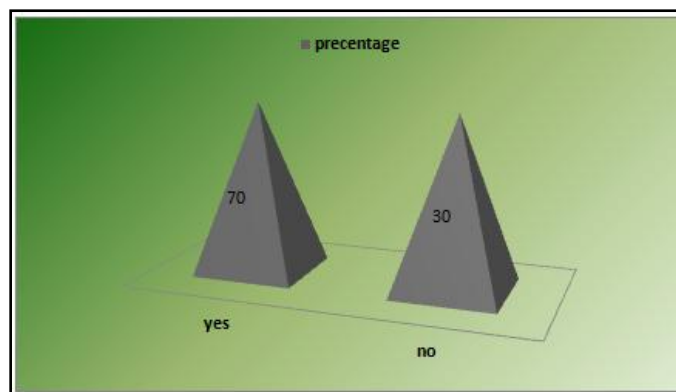
1.6.1 NYKAA APPLICATIONS:

TABLE 1.6.1 NYKAA APPLICATIONS:

NYKAA APPLICATION	NO OF RESPONDENTS	PERCENTAGE
Yes	49	70
No	21	30
Total	70	100

Source: Primary data

FIGURE 1.6.1 NYKAA APPLICATIONS



Above the table of sample size for the survey 70 respondents. From the table shows that 70% of respondents were yes. 30% of respondents were No.

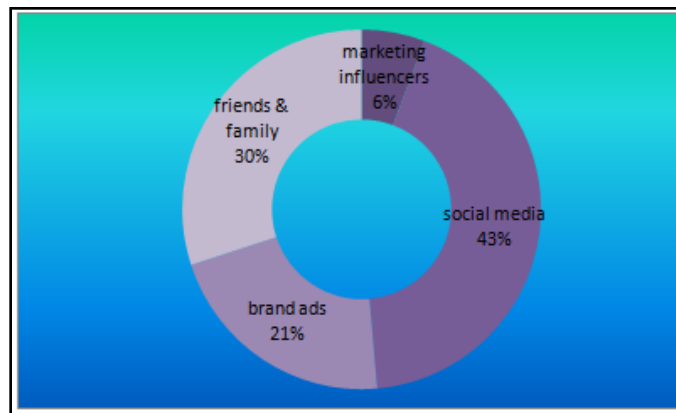
1.6.2 FACTOR INFLUENCES:

TABLE 1.6.2 FACTOR INFLUENCES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Marketing influencers	4	6
Social media	30	43
Brand ads	15	21
Friends & family	21	30
Total	70	100

Source: Primary data

FIGURE 1.6.1 FACTOR INFLUENCES



Above the table of sample size for the survey was 70. From the table shows that 6% Of the respondents were marketing influencers. 43% of the respondents were social media. 21% respondents were brand ads. 30% of the respondents were friends and family.

1.6.3 PURCHASE DECISION:

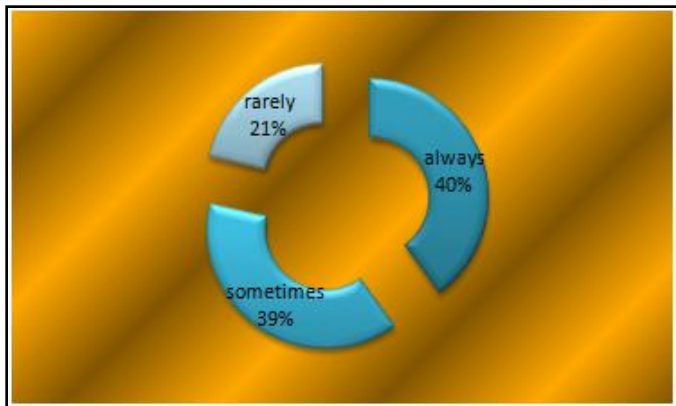
TABLE 1.6.3 PURCHASE DECISION

PURCHASE	NO OF RESPONDENTS	PERCENTAGE
always	28	40

sometimes	27	39
Rarely	15	21
Total	70	100

Source: Primary data

FIGURE 1.6.3 PURCHASE DECISION



Above the table of sample size for the survey was 70 respondents. From the table shows that 40% of respondents were always. 39% of respondents were sometimes. 21% of the were rarely.

1.7 FINDINGS:

- ❖ The sample size of the survey 70. From the table shows that 70% of respondents were yes. 30% of respondents were No.
- ❖ The sample size for the survey was 70. From the table, shows that 6% Of the respondents were marketing influencers. 43% of the respondents were social media. 21% respondents were brand ads. 30% of the respondents were friends and family.
- ❖ The sample size for the survey was 70. From the table shows that 40% of the respondents were always. 39% of respondents were sometimes. 21% of the respondents were rarely.

1.8 CONCLUSION:

The 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. Nykaa is a direct-to-consumer e-commerce brand which has an inventory-based business model. Products that were bought directly from producers are kept in stock by the company. Nykaa's strong marketing approach, which is built with digital marketing at its core, has helped it establish itself as one of the most capable companies in the beauty and fashion industries. Nykaa connects their audience and turns them into customers by offering a

variety of consumables. It is clear from the study that Nykaa as a brand has a huge influence on its consumers in terms of quality, affordability, discounts, packaging, brand image it offers.

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