

A STUDY ON FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOR TOWARDS NYKAA PRODUCTS

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ABSTRACT

A few years ago, industries like beauty and personal care thrived more on the store experience of touch, feel and smell. We never knew that industries like beauty and personal care would probably make their way into digital platforms. We are all well-known with the fact that the evolution of e-commerce sites has made lives easier, simpler and time-saving in the world. Through this the changing trends have proved that the beauty and personal care industries are no exception to the digital mode. This paper explains about how the e-commerce platforms have changed the way consumers choose online medium of shopping over the offline and the factors affecting the buying behavior of the consumers regarding an online platform, Nykaa, with respect to their purchase of cosmetic and beauty products.

Key Words: Consumer Buying Behavior, Target Consumers, Purchase Intention, SocialMedia.

1. INTRODUCTION

Social networking websites have upgraded the delivery of information to customers, shifting from a traditional one-to-many to one-to-one communication, thus becoming more customer-centric. Such real-time engagement in the digital world works the same as face to face communication, thereby enhancing the speed of marketing operations. We spend most of our time attached to our devices surfing through the internet generating a tremendous amount of data that can be utilized to understand a customer's perspective towards a brand, product, or service. Reviews and ratings by customers are playing an important role for the companies to know where their product stands and finally to predict the purchasing decision of the customers. Monitoring Social media activities is a process to stay connected to our customers and with the metrics generated, we can measure the customer sentiment towards services offered. People are avoiding visiting any physical store as everything is easily accessible virtually and at very good deals. Cosmetic being a nascent industry of this e-commerce business is gaining a lot of consumer interest and is tending to grow at a faster pace. These businesses are making proper use of social media by keeping their customers updated and providing timely replies to the frequent questions asked. Consumers are actively participating in discussions and sharing knowledge with other consumers about the products or services. This active behavior is changing the marketing approach of companies as consumers are invading the marketing sphere of many companies.

Online advertising is one kind of digital advertisement that has become an effective means of marketing communication because Internet access is widespread. It is the newest and fastest growing way to advertise. The internet now provides everything from links on sites, to banner ads on sites, to small ads on sites, to pay per click advertising. Internet advertisements are unique in the way that consumers visit the advertisements, when compared to Traditional Print and TV media, where advertisements are placed in front of the viewers. Online advertisements include banner ads, interstitial ads, text ads, pop-up ads and HTML ads and are found to be a dominant media where companies use to market their products and services through Internet. Different types of measures like hits, click-through, frequency of visits to websites and time spent at websites predict consumer behavior in an interactive environment.

2. REVIEW OF LITERATURE

Dr. Mohammad Ali and Ramya in their research study has mentioned that “consumer buying behavior refers to selection, purchase and consumption of goods and services for the satisfaction of their wants.” Consumer buying behavior involves different process. They are many factors that influence on individual in every purchase decision that he/she makes. And as said by the authors, a purchase decision is the result of each and every factor that influences a consumer.

Anannya padhi and Antra Sharma (2022) in their study revealed that a major contribution to the GDP of the economy comes from the businesses which constitute Small and Medium Enterprises (SMEs) run by the residents in these parts. Initially, the marketing mix of these SMEs revolved around the traditional practices, however, with the

introduction of Digital India and the wave of COVID-19 pandemic, a shift towards adopting social media marketing (SMM) strategies is evident. Therefore, this paper attempts to study the impact of SMM strategies on SMEs. Although SMEs themselves are a part of Sustainable Development Goals (SDGs), they help immensely in attaining the rest of the SDG goals such as food security through employment generation, SMEs should try to extract the benefits that SMM has to offer for their growth and optimal outreach of businesses.

Sujayakumar (2021) in this study on the level of transformation on marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. They need to know what drives are needed in order to ensure an effective outcome and to build successfully promotional campaigns things in line with their fan's needs. The advantages of social media marketing speak for themselves by generating a high degree of brand loyalty and reducing the company's contact gap with its customer.

Narsaiah & Preetham Shashi (2019) in their study on brand impact of apparels on consumer Behavior in Kukatpally area shows that the income level of people influences the frequency of buying branded apparels. The buying Behavior is independent of gender in this study. The major role in consumer buying Behavior is the advertisement which makes consumer aware of branded apparels.

Meghna Meena and Mamta (2017) conducted a research on "Impact of Online Advertising on Consumer Buying Behavior". This study aims to determine the effectiveness of internet advertising on reach and determine the relationship between internet advertising and consumers buying behavior. The study conclude that Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the consumers.

3. STATEMENT OF PROBLEM

Nykaa being one of the leading shopping platform in beauty and cosmetic industry, none of the researcher have studied in detail about the company and did not explore about

what could be the factor that influencer consumer buying behavior towards Nykaa as a platform for the purchase of beauty products. So the question is what are the factors influencing the consumer buying behavior of Nykaa?

- 1) Whether consumer behavior toward advertising on social media has an effect on their purchase intention?
- 2) What strategies must be implemented in order to improve the impact of social media ads to attract potential customers?

Therefore it is necessary to make further investigation which elucidate the influence of social media ads on consumer's behavior. The main emphasis in this research is to identify and get insight into the main features of social media ads influencing consumer's intention to buy. An in – depth study of literature was done to identify the feature of advertisements influencing purchase intention. Therefore, the relationship of various features and purchase intention are also worth studying.

4. OBJECTIVES OF THE STUDY

- ❖ To understand the factor influencing the consumer buying behavior with respect toNykaa.
- ❖ To analyze the effect of media communication on buying behavior with respect toNykaa.
- ❖ To assess the influence of social media advertisement on consumer's purchaseintention.
- ❖ To analyze the consumer perception towards digital advertisement of Nykaa products.

5. RESEARCH METHODOLOGY

The research methodology is used to get information about the Nykaa & its products. A structured questionnaire is designed and distributed through Google form. The data is collected from 160 respondents.

Source of Data

Primary data: A structured questionnaire is framed and data were collected via google form. The study uses original data for research.

TOOLS USED

- Percentage Analysis
- Weighted Average Method
- CHI-Square Test Analysis
- ANOVA

HYPOTHESIS

- 1) There is no significant relationship between demographic variables of the respondents and Social Media platform.
- 2) There is no significant relationship between demographic variables of the respondents and Usage of Social Media.
- 3) There is no significant relationship between demographic variables of the respondents and Sources of Information.
- 4) There is no significant relationship between demographic variables of the respondents and Types of Customer.

6. ANALYSIS AND DATA INTERPRETATION PERCENTAGE ANALYSIS

TABLE 1 : SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

S. No	Demographic Variables	No. of Respondents	%
1	Age	Below 20	27.5
		21-40	61.9
		41-60	10.0
		Above 60	0.6
2	Occupation	Students	36.3
		Employee	41.2
		Business	19.4
		Professionals	3.1
3	Gender	Male	31.9
		Female	68.1
4	Educational Qualification	HSC	19.4
		UG	41.3
		PG	36.4
		Diploma	3.2
5	Income	Below 20000	35.6
		20001-40000	45.6
		40001-60000	13.7
		Above 60000	5.0
6	Residential Area	Urban	59.3
		Rural	26.8
		Semi - urban	13.7
7	No. of members in the family	Below 2	26.8
		2 to 5	68.7
		Above 5	4.3

Table 1 appears that, out of 160 respondents, 61.9 % of the respondent comes under the category of 21-40, 41.2 % of the respondents were employee, 68.1% of the respondents were female, 41.3% of the respondents belongs to UG, 45.6% of the respondents comes under the category of 20001-40000, 59.3 % of the respondents belong to urban area, 68.7 % of the respondents were belongs to 2-5.

TABLE 2 : ONLINE PLATFORM FOR BEAUTY PRODUCTS

Apps	No. of Respondents	%
Nykaa	90	56.2
The body shop	30	18.8
Purple	25	15.6

Tira	15	9.4
Total	160	100

Table 2 clear that, 56.3% of the respondents are like to purchase their beauty products in nykaa app, 18.8% of the peoples are shows their interest to buy the beauty products in The

body wash app, 15.6% of the members prefers to buy their beauty products in purple app, 9.4% of respondents are wish to buy their products in Tira app.

TABLE 3 : SOCIAL MEDIA PLATFORM

Platform	No. of Respondents	%
Facebook	18	11.3
Instagram	82	51.2
Youtube	54	33.8
Tik Tok	6	3.7
Total	160	100

Table 3 explains that 51.2% of the respondents are mostly use the Instagram, 33.8% of the community are use You tube platform, 11.3% of the individuals are like to consume in Facebook and 3.7% group of people are prefer the Tik Tok.

TABLE 4 : USE OF SOCIAL MEDIA PER DAY

Duration	No. of Respondents	%
Less than 30 minutes	15	11.3
31 minutes to 1 hour	55	37.4
1 to 2 hour	56	35.0
2 to 4 hour	34	16.3
Total	160	100

Table 4 determines that 35% of the people spent 1to2 hour on social media every day, 34.4% of members use 31 minutes to 1 hour of social media per day, 12.3% of them frequently use 2 to 4 hours on social media, 9.4% of the respondents are seeing social media for less than 30 minutes.

TABLE 5 : SOURCES OF INFORMATION

Sources	No. of Respondents	%
Social Media Apps	42	26.3
Friends & Family	45	28.1
In - Store Promotion	52	32.5
Advertisement	21	13.1
Total	160	100

Table 5 illustrates that 32.5% of the men & women are buy their beauty products by store promotions, 28.1% of the folks were got the suggestion from their Friends & Families to buy the beauty products, 26.3% of the members are used to purchase their beauty products through social media apps, 13.1% of the respondents were liked to buy their by seeing the advertisement.

TABLE 6 : TYPES OF CUSTOMER

Types	No. of Respondents	%
Potential Customer	37	23.1
New Customer	87	54.4
Loyal Customer	25	15.5

Impulsive Customer	11	6.9
Total	160	100

Table 6 evaluates that, 54.4% of members were new customer, 23.1% people are being potential customer, 15.6% of the species are being loyal customer, 6.9% of the respondents were impulsive customers.

TABLE 7 : ELEMENTS OF INFORMATION

Elements	No. of Respondents	%
Visual Appeal	82	51.2
Clear & Concise Headline	33	20.6
Relevance	30	18.8
Interactivity	15	9.4
Total	160	100

Table 7 reveals that, 51.2% of the people were purchase the beauty products by visual appeal, 20.6% of the members were choose clear & concise headline elements to by their products, 18.8% of the respondents are frequently using relevance elements to buy their products, 9.4% of the members were using Interactivity elements to buy products.

**TABLE 8 : FACTOR INFLUENCING THE PURCHASE DECISION OF NYKAAPRODUCTS - WEIGHTED
AVERAGE METHOD**

S.No	Factors	Total Score	Total Weighted Score	Ranks
1	Brand name	630	11.33	2
2	Availability of brands	603	10.58	8
3	Personalized Customer Service	602	10.83	9
4	Quality	614	11.05	6
5	Discounts / Offers	616	11.08	5
6	Celebrity Endorsement	631	11.35	1
7	Delivery System	625	11.24	4
8	Social Media Its Influencers	627	11.28	3
9	Packaging	611	10.99	7

Table 8 shows that factors that influencing the purchase decision of Nykaa products, celebrity endorsement was ranked first followed by brand name, social media and its Influencers was ranked third.

TABLE 9 : LEVEL OF SATISFACTION ABOUT THE NYKAA PRODUCTS

S. No	Factors	Total Score	Total Weighted Score	Ranks
1	Recommendation	573	10.00	7
2	Gift Your Loved Once	603	12.53	5
3	Celebrity Endorsement	601	12.47	6
4	Information Presented	613	12.74	4
5	Advertisement Campaign	629	13.07	2
6	Quality	630	13.10	1
7	Price	617	12.83	3
8	Brand Reputation	543	11.29	8

Table 9 clears that, level of satisfaction about the Nykaa products; Quality was ranked first followed by Advertisement Campaign. Price was ranked third.

CHI-SQUARE TEST ANALYSIS

Ho: There is no significant relationship between the Demographic Variables of the respondents and Social Media Platform.

TABLE 10 : RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILE AND SOCIALMEDIA PLATFORM

S.No	Demographic Variables	p Value	Significant Level
1	Age	0.0027	Highly Significant
2	Occupation	0.145	Not Significant
3	Gender	0.096	Significant
4	Education Qualification	0.023	Significant
5	Income	0.273	Not Significant
6	Residential Area	0.0364	Significant
7	No. of Members in the Family	0.0017	Highly Significant

Table 10 evaluates that, the p-value of chi-square test is between 0.000-0.001, the null hypothesis is rejected. So there is a highly significant relationship between the demographic variables of No. of Members in the Family, Age and social media platform. The p-value of chi-square test is between 0.01-0.05, the null hypothesis is rejected. So there is significant relationship between the demographic variables of Gender, Educational Qualification, Residential Area and social media platform. The p-value of chi-square test is more than 0.05, the null hypothesis is accepted. So there is no significant relationship between the demographic variables of Occupation, Income and social media platform.

TABLE 11 : RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILE AND USAGEOF SOCIAL MEDIA

S. No.	Demographic Variables	p Value	Significant Level
1	Age	0.029	Significant
2	Occupation	0.0027	Highly Significant
3	Gender	0.432	Not Significant
4	Education Qualification	0.011	Highly Significant
5	Income	0.001	Significant
6	Residential Area	0.369	Not Significant
7	No.of Members in the Family	0.022	Significant

Table 11 evaluates that, the p-value of chi-square test is between 0.000-0.001, the null hypothesis is rejected. So there is a highly significant relationship between the demographic variables of Occupation, Educational Qualification and usage of social media. The p-value of chi-square test is between 0.01-0.05, the null hypothesis is rejected. So there is significant relationship between the demographic variables of Age, Income, No. of Members in the Family and usage of social media. The p-value of chi-square test is more than 0.05, the null hypothesis is accepted. So there is no significant relationship between the demographicvariables of Gender, Residential Area and usage of social media.

ANOVA

TABLE 12 : DIFFERENCE BETWEEN DEMOGRAPHIC PROFILE AND SOURCESOF INFORMATION

Demographic Variables		SS	F	P-Value	Significant
Age	Between Groups	900	0.5635	0.0422	Significant
	With In Groups	8525.38			
	Total	9425.38			
Occupation	Between Groups	2789.58	0.9113	0.0354	Significant
	With In Groups	3950.26			
	Total	6739.87			
Gender	Between Groups	4166.6	3.607	0.006	Highly Significant
	With In Groups	3080.38			
	Total	7246.38			
Educational	Between Groups	895.516	0.906	0.466	Not Significant

Qualification	With In Groups	3951.387			
	Total	4846.5			
Income	Between Groups	901.5018	4533.56	0.054	Significant
	With In Groups	4533.567			
	Total	5434.5			
ResidentialStatus	Between Groups	1457.915	1.037	0.466	Not Significant
	With In Groups	4670.23			
	Total	6128.1			
No. of Membersin the Family	Between Groups	1278.238	0.58	0.0034	Highly Significant
	With In Groups	8344.233			
	Total	9622.4			

Table 12 evaluates that, the p-value of ANOVA is between 0.000-0.001, the null hypothesis is rejected. So there is a highly significant relationship between the demographic variables of Gender, No. of Members in the Family and source of information. The p-value of ANOVA is between 0.01-0.05, the null hypothesis is rejected. So there is significant relationship between the demographic variables of Age, Occupation, Income and sources of information. The p-value of ANOVA is more than 0.05, the null hypothesis is accepted. So there is no significant relationship between the demographic variables of Educational Qualification, No of Members in the Family and sources of information.

TABLE 13 : DIFFERENCE BETWEEN DEMOGRAPHIC VARIABLE AND TYPES OF CUSTOMERS

Demographic Variables		SS	F	P-Value	Significant
Age	Between Groups	900	0.2914	0.0830	Significant
	With In Groups	1250.16			
	Total	2150.16			
Occupation	Between Groups	900	0.4630	0.007	Highly Significant
	With In Groups	7775.04			
	Total	8675.04			
Gender	Between Groups	1166.6	1.609	0.262	Not Significant
	With In Groups	3905.16			
	Total	5071.76			
Educational Qualification	BetweenGroups	895.51	0.4606	0.0314	Significant
	With In Groups	7776.1			
	Total	8671.61			
Income	Between Groups	901.501875	0.4314	0.9343	Not Significant
	With In Groups	8358.3475			
	Total	9259.8			
ResidentialStatus	Between Groups	1453.915	0.5704	0.0032	Highly Significant
	With In Groups	3495.013			
	Total	4948.9			
No. of Membersin the Family	BetweenGroups	1434.215	0.39825	0.0457	Significant
	With In Groups	1561.03			
	Total	2995.24			

Table 13 evaluates that, the p-value of ANOVA is between 0.000-0.001, the null hypothesis is rejected. So there is a highly significant relationship between the demographic variables of Occupation, Residential status and types of customer. The p-value of ANOVA test is between 0.01-0.05, the null hypothesis is rejected. So there is significant relationship between the demographic variables of Age, Educational Qualification, No of Members in the Family and types of customer. The p-value of ANOVA test is more than 0.05, the null hypothesis is accepted. So there is a significant relationship between the demographic variables of Income, Gender and types of customer.

7. SUGGESTIONS

- The company Nykaa can pitch its beauty products for men which apparently do not have a great reach amongst the consumers.
- As people are being more conscious about their skin, they are shifting to herbal products. Nykaa can promote its herbal products in order to increase its consumption which leads to increase in sales.
- The company can avail gift vouchers to its potential customers and new customers so that they can attract them to repeat their purchase.
- Mobile or internet usage device must be made available at the competitive rate so that even farmers, craftsmen can get an access easily and sell out their products on the digital portal.
- Government must monitor the rate and their service level regularly in order to enable the grass-root level people to use social media platform at an ease.

8. CONCLUSION

The study reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online.

Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online 159 marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser. With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing. But at the same time consumers are susceptible about the user-safety side of internet.

They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue. Social media marketing is truly an emerging marketing tool and if properly used it can gain more audience than traditional marketing.

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