A STUDY ON FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR OF NYKAA

Project Report

Submitted By

ARATHY B (Reg No. AM20COM002)

Under the guidance of

DR. MARY SRUTHY MELBIN

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<u>CERTIFICATE</u>

This is to certify that the Project Report entitled "**A STUDY ON FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR OF NYKAA** submitted by **ARATHY B (Reg No. AM20COM002),** towards partial fulfilment of the requirement for the award of Master of Commerce and Management is a record of bona-fide carried out during the academic year 2020-2022.

Supervising Guide   **Head of the Department:**

Dr. Mary Sruthy Melbin   **Ms. Ann Thomas Kiriyanthan**

Assistant Professor   **Assistant Professor**

Department of Commerce   **Department of Commerce**

DECLARATION

I, **ARATHY B** do hereby declare that this dissertation entitled, "**A STUDY ON FACTORS INFLUENING THE CONSUMER BUYING BEHAVIOUR OF NYKAA"** has been prepared by me under the guidance of **Dr. Mary Sruthy Melbin,** Assistant Professor of the Department of Commerce, St. Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: Ernakulam   **Arathy B**

Date: /   / 2022

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CHAPTER 1

INTRODUCTION

A STUDY ON FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR OF NYKAA

1.1 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.

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. Anthropology, psychology, sociology, and other social science fields are all used in the study of consumer behaviour. The identification of consumer purchasing patterns should be prioritised if a marketer wishes to target certain customers with certain items and services. Consumer behaviour is driven by the requirements of the person, the group, and the organisation. Therefore, it is necessary to have a thorough grasp of how those needs connect to customer purchasing behaviour. Knowing how consumers interact with the marketing mix can help you better understand their purchasing habits. This is due to the fact that each person's psychology toward goods and services varies depending on their culture, attitude, prior knowledge, and perception. Consumers base their subsequent decisions about whether or not to acquire the goods they prefer and where to do so on this information.

Nykaa is an Indian cosmetics company that offers wellness, skincare, and cosmetics goods. The Sanskrit word "Nayaka," which means "the one in the spotlight," is the root of the word "Nykaa," and the brand has undoubtedly been in the spotlight ever since it began. The company distributes more than 1,30,000 goods under 1500 different brand names, including its own Nykaa Beauty and other high-end cosmetics companies. The brand currently holds more than 5 million active monthly users. Nykaa is also the market leader in the beauty sector which is all because of their enormous consumer base. Nykaa takes pleasure in providing a wide range of luxury, bath and body, fragrance, skincare, haircare, cosmetics, and wellness goods for both men and women. Over 1 million orders are placed on Nykaa every month from all over India for its carefully chosen, reasonably priced, authentic, and branded products. This achievement can be attributed to Nykaa's

omnichannel marketing approach. The Indian e-commerce brand Nykaa was founded in 2012 by investment banker turned entrepreneur Falguni Nayar. The idea of starting an e-commerce store struck after Nayar realized that there are no stores in India that sell a variety of beauty products in stores even when there is a high demand for them. Nayar also researched those countries like Japan, Europe, and France have such stores in abundance. She understood that there was a huge opportunity to invest in the online space. Like Amazon, Flipkart, Shop clues, and many other eCommerce players were leading in the market. But Nykaa was the only one to start as an eCommerce beauty and personal care store.

During COVID-19, most businesses were wrecked. But all the beauty shoppers had an option, and that was Nykaa. Nykaa keeps on delivering products with discounts and offers. Nykaa generated revenue of $247 million in march 2020, and it expects to report a 40% rise in its revenue for the year ending March 2021 thanks to its marketing efforts during the pandemic. Another milestone that Nykaa is prepping itself for is an IPO this year, which's expected to value around $3 billion. Furthermore, after Nykaa's funding round, which is expected to end in March, it is suspected that its Founder Falguni Nayar makes it into billionaire ranks. It will make her India's second-richest self-made woman. All these achievements are the results of the hardcore marketing and promotional efforts of Nykaa that increased its brand awareness. Nykaa is a direct-to-consumer e-commerce brand that operates on an inventory-based business strategy. The business keeps the stock of products purchased directly from producers. They store the goods in their warehouses, where third-party vendors list products. This helps Nykaa have a tighter grip on its products and helps them prevent the entry of any fake goods into the market. One of Nykaa's warehouse sites, from which the goods are sold directly, is New Delhi. Other locations include Mumbai, Pune, Haryana, Kolkata, and Bengaluru. Nykaa's products are available for purchase online or at any of the company's physical retail locations. Huda Beauty, MAC, Dior, and Givenchy are among the international premium beauty brands represented in the Luxe format, as is Nykaa Beauty, the in-house beauty collection. Based on consumer demand, the Nykaa on Trend format selects products by category.

1.2 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.

1.3 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.

1.4 STATEMENT OF THE PROBLEM

Studies conducted on consumer buying behaviour is disparate and broad as shifts in society, economics and technology affect the way buyers behave. They address factors such as consumer behaviour, consumer perception, consumer purchase decision and success of local and global brands of cosmetics in different geographical locations of the world. In today's competitive world for the success of any new product or services it is important to know the consumers buying behaviour towards various products and services so as to formulate the strategies for introducing and marketing any new product or services. Therefore, the present study focuses on the factors influencing the buying behaviour with respect to Nykaa.

1.5 METHODOLOGY OF THE STUDY

POPULATION

The study is conducted among the customers who are using Nykaa products.

SAMPLE SIZE

The sample size of study of 100 customers.

TYPES OF DATA

Both primary and secondary data is used for the study.

SOURCES OF DATA

Primary Data- It is collected through questionnaire from the customers using Nykaa products.

Secondary Data- Collected from internet, books, journals available.

SAMPLING TECHNIQUE

Random sampling technique was adopted by the investigator to collect data from the respondents.

TOOLS FOR DATA ANALYSIS AND INTERPRETATION OF DATA

- The tools for analysis include percentage and scaling etc.
- Hypothesis are tested using chi-square test.
- The tabulation and presentation of data in the form of graphs, charts, tables.

NORMALITY OF DATA AND TEST USED:

As the data collected is not normal, the test used is Chi square. It is not possible to make any assumption about the distribution of the population from which samples are drawn. So, the test procedure followed is non parametric test and that is Chi Square test for testing the hypotheses formulated. Also, percentage analysis is drawn for the data collected.

1.6 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.

1.7 RESEARCH QUESTIONS:

1. What is the buying behavior of online consumers?
2. What is the level of preference for different age, income, gender and occupation status?
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?

1.8 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.
3. Ho3: There is no relationship between the age group and online buying behavior of consumers.
4. Ho4: There is no relationship between the gender and online buying behavior of consumers.

1.9 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.

- The analysis results belong only to the observations within the sample. It does not forecast about the observations that lies outside the sample size or outside the model.

- The study is geographically restricted to Ernakulam city only, and so the result cannot be extrapolated to other places. Also, the result may differ from location to location.

1.10 CHAPTERISATION:

- ➢ **CHAPTER 1 – INTRODUCTION**: This chapter provides a basic understanding of the project. It involves significance, objectives, scope, research methodology, sample size, limitations etc. of the study.

- ➢ **CHAPTER 2 – REVIEW OF LITERATURE**: This chapter deals with the details of past studies done by persons/researchers relating to the topic of the study of the project.

- ➢ **CHAPTER 3 – THEORITICAL FRAMEWORK**: This chapter provides a brief insight into the company's vision, mission, objectives etc. The definitions and importance of different terms related to the topic and a detailed description of the topic of the study is portrayed in this chapter.

- ➢ **CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION**: The analysis of data collected for the study and the interpretation of the results obtained are included in the study. Chi square methos is used for the study along with diagrams and charts.

- ➢ **CHAPTER 6 – FINDINGS, SUGGESTIONA AND CONCLUSION:** This chapter deals with findings and conclusions derived from the study. It also includes the suggestions given by the respondents.

1.11 KEYWORDS:

- **Consumer buying behaviour-** Consumer purchasing behaviour is a complex and dynamic decision-making process and also a physical activity that involves deciding whether to purchase, use, or discard products and services. A thorough

understanding of target consumers' behaviours and how they make purchasing decisions is necessary to develop an effective marketing plan. Because all marketing decisions are spotted on presumptions about consumer behaviour, comprehensive consumer behaviour research is necessary.

- **Online buying behaviour**- The process by which customers utilise the internet to find, choose, buy, use, and dispose of goods and services is known as online shopping behaviour. Since consumers can easily and conveniently shop for offers from the comfort of their home or place of business, online shopping has grown in popularity over time. Customers utilise the Internet to evaluate costs, product characteristics, and the availability of post-purchase services from various online retailers in addition to making online purchases.

- **Factors influencing the buying behaviour** - Many distinct aspects affect consumer behaviour. A marketer should make an effort to comprehend the variables that affect consumer behaviour. Psychological factor, social factor, cultural factors, personal factors and economic factors are various factors influencing the buying behaviour.

- **Influence of cosmetic products** - Cosmetics falls under the category of health and beauty products. Cosmetics care for our personal well-being in addition to enhancing physical beauty and personal hygiene. One of the most important leading sectors in the world is the cosmetics sector. Depending on the customer's individual needs and spending ability, the demand changes.

CHAPTER 2

REVIEW OF LITERATURE

2.1 <u>REVIEW OF LITERATURE</u>

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. 300 customers from various regions of the state provided the data. The Chi-square test, t-test, ANOVA, and Duncan test were only among the mathematical and statistical techniques employed to analyse the data. The study's findings indicate that customers from various categories are well aware of the various sales promotion techniques employed by marketers. In addition, buyers find discounts, gifts, and accessories to be the most alluring of the different techniques used to increase sales. Also recommended are gifts and accessories, free samples, discounts, and premium offers for increasing brand recognition, trial purchases, repeat purchases, and brand loyalty.

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.

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.

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.

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.). Most influenced technique on brand selection process is instant price reduction. It is possible that a consumer perceives a promotion, such as coupons or rebates, but does not change their behaviour. In this case, manufacturers 1 and/or retailers will invest their resources in promotions that have no effect on consumers. Additionally, price-based promotions are most effective.

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.

Anderson, T. Eric, and Simester, I. Duncan (2004) based on three extensive field trials with consumer durables offered through a direct mail catalogue, explored how the depth of a current price promotion influences future purchases by new and returning customers. The results show that the impact differs for new and seasoned clients. Deeper price cuts in the current period enhanced first-time purchasers' future purchases (a positive long-term effect), but diminished established customers' future purchases (a negative long-run effect).

Dawes, John (2004) the findings of their investigation into the effects of a hugely effective price campaign in the consumer goods category. He specifically aimed to ascertain whether this significant price offer had any long-term effects on brand value, short-term effects on the retailer's total category volume, long-term effects on competing retailers, and long-term effects on the retailer hosting the event's category sales. The study's findings demonstrated that, while a very effective promotion briefly increased the retailer's total category, it had no longer-term (good or negative) impact on the brand.

Richard, L. Oliver and Mikhael, Shor (2003) examined the impact of digital discounts on shoppers' perceptions and behaviours, such as cart abandonment, by asking them to enter a promotional code. Comparing the outcomes to traditional couponing, the findings

revealed that supplying a code and the corresponding price reduction had a favourable impact on feelings of fairness and satisfaction.

Kureshi, Sonal and Vyas, Preetha (2002) 2002explored the types of sales promotion activities that are used in the Indian market for toilet soap and looked into how retailers and customers view these activities. According to reports, premiums (free gifts) are used more frequently than discounts in both the popular and premium toilet soap categories. Additionally, discounting is seen by merchants as a technique with greater influence. Discounts are thought to be the most alluring marketing strategy for toilet soaps by consumers.

Chakravarti, Dipankar et al. (2002) suggested that the attractiveness of the bundle offer may be impacted by dividing or combining product pricing in a package.

Swait, Joffre and Erden, Tulin (2002) evaluated consumer products (utilities) and options by focusing on a particular feature of the time consistency of the marketing mix for commonly purchased consumer packaged goods, the influence of time consistency of in-store promotions, as well as product shelf availability. Based on empirical findings from fabric softener panel data, it is possible that future insert and accessibility consistency may statistically significantly boost systematic usability over and beyond the benefits of option displays and features.

Srivastava, Joydeep and Nicholas, Lurie (2001) revealed the findings of research that looked at price-matching return policies from the viewpoint of consumers. According to the first study, people view return policies that match prices as indicators of low costs in stores, and the presence of a refund increases the possibility that price-searches would end. The second and third studies demonstrate that when search costs are minimal, the number of stores searched increases when a price-matching return policy is present vs absent. Consumers appear to accept price match signals at face value and look less for refunds when search costs are high.

Vibhas, Madan and Rajesh, Suri (2001) compared the effects of price reductions and fixed price offers on how consumers view the products. They looked at the interplay between the positive financial sacrifice effect brought on by a price drop and the positive quality effect using a consumer valuation model. According to their research, quick

discounts are preferable than set price offers. A set price offer is preferable to both steep and gentle price reductions, though.

Smith, F. Michael and Sinha, Indrajit (2000) examined the relationship between various promotion types (direct price promotion, non-product or volume promotion, and mixed promotion) in relation to four supermarket product categories while controlling for the impact of two category moderating factors, such as product stock characteristics and price level. The findings demonstrated that most consumers liked mixed promotions; the type of promotion (price and volume promotions had the greatest influence) determines retailer preference. Price discounts for more expensive product categories and volume promotions for less expensive categories were generally chosen by consumers.

Ailawadi, L. Kusum and Nelsin, A Scott (1998) experimentally shows the existence of flexible consumption rates for packaged goods products, how to model this phenomenon, and the significance of these findings in assessing the success of sales promotions. According to their study's findings, sales promotions lead to higher usage rates and stockpiling, which in turn boost consumption.

Mela, F. Carl. et al. (1997) The long-term impact of promotion and advertising on consumer brand preference behaviour was examined. They addressed two inquiries: 1. Over a lengthy period of time, do customers respond to marketing mix elements such price changes? 2. In that case, are these modifications related to a modification in the manufacturer's advertising and marketing guidelines? Their findings support the idea that consumers gradually become more price- and promotion-sensitive as a result of less advertising and more promotion.

Gould, W. Brim (1997) His research focused on the dynamics of consumer shopping and looked at how coupon price deals affected the intervals between purchases. On the cheese food commodity that had been officially purchased, he used econometric duration models. According to the findings, using the coupon shortens the time between purchases of all sorts of cheese products.

Kapil, Bawa et al. (1997) studied how customer response to coupons varies by coupon attributes and presented a methodology for modelling coupon redemption to assess the relative value of various coupon programmes. The model's empirical application

revealed that it is possible to get crucial insights into consumers' reactions to coupons and that, for about 90% of the sample, consumers' reactions can be predicted.

Sethuraman, Raj (1996) created a separate-effect model that distinguishes the discount effect from the overall impact of a high-priced competitive brand on the sales of significant low-cost companies. A leading national brand can attract customers from rival brands without dropping its price below that of the competition, according to empirical analysis.

Francis, J. Mulhern, and Daniel, T. Padgett (1995) studied the relationship between regular pricing and promotional shopping, as well as whether customers drawn to a retailer by a discount campaign also buy regular items. The study's findings revealed a strong correlation between regular prices and sale purchases. Three-quarters of customers who cite a promotion as one of their visits to a store do so frequently. These customers typically spend more money on things with ordinary prices.

Grover, Rajiv and Srinivasan, V. (1992) explored the numerous effects of retail promotion on brand switching and brand loyalty. They discovered that brand loyalty and segment switching are market characteristics; the promotion variable has a significant impact on segment market shares, with the effect varying across segments; the store's share is significantly correlated with its advertising attractiveness; the overall promotional attractiveness of a product category has a significant current and lag effect on category volume; and the lag effects of accelerated consumer growth.

Manohar, S. et al. (1992) report the findings of a controlled experiment intended to investigate the effects of brand price promotions' frequency and depth on the cost consumers anticipate paying for a given brand. The study demonstrates that pricing expectations are significantly influenced by both the frequency of promotions and the extent of price decreases. Only price changes outside of a region of relative price insensitivity surrounding the expected price have a major impact on customer brand preference.

Scott, Davis et al. (1992) analysed the results of past studies showing that brands that are marketed will be ranked worse and less likely to be purchased again. They disprove

this idea and discover that consumers' propensity to repurchase is unaffected by the advertising, and their general opinion of the brands being advertised is unaltered.

Guptha, Sunil (1988) discusses how sales advertising affects customer decision-making and, consequently, brand sales. They contend that it is possible to compare the increase in sales during the sales promotion period to the increase in sales brought on by the quickening of the buying cycle and stockpiling. The author suggested a mechanism for such a decomposition, where brand sales are taken into account as the outcome of customer decisions on when, what, and how much to buy.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 <u>THEORETICAL FRAMEWORK</u>

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. Since the consumer is the reason a company exists, it is important to comprehend the customer and research the patterns of his purchasing habits. The interaction between the person and his surroundings for the purpose of making market decisions about goods and services can be seen as an organised process. It is necessary to study the fields of economics, sociology, psychology, and anthropology in order to better comprehend consumer behaviour. Consumer behaviour is explained by economics in connection to economic variables. Sociology and cultural anthropology provide explanations for how family and community dynamics affect individual behaviour, how innovations spread throughout different groups, and how a culture affects its constituents. The motive that drives purchasing behaviour, as well as how people see themselves and the things they purchase, are all explained by psychologists. Both the individual's overall pattern of behaviour and his purchasing behaviour are impacted by the highly intricate interactions between internal and external forces and influences. Consumer buying behaviour is a decision process as well as an attitude of the consumers and users of the items. Customers decide whether to buy both small and large things. Consumers start looking for goods or services that meet their needs once they become aware of a need or desire. Their choice is based on a variety of factors. Consumer purchases, however, have taken place long before they are really made. Marketing has a significant impact on this.

Marketing and advertising have a significant positive influence on consumer purchasing decisions and have a direct impact on whether a consumer chooses to purchase a product from a well-known brand. Before purchasing a product, buyers did not give much thought to its characteristics in the past. he process of choosing what to buy has grown more complex in recent years and is influenced by consumer attitudes, beliefs, and behaviour. Customers viewed purchasing patterns as a crucial factor in locating and assessing particular products. According to Ghosh (1990), purchase

intention is a useful tool for predicting consumers' purchasing behaviour. here is a chance that a consumer's purchasing intention will change as a result of factors including price, quality, and value. According to Gogoi (2013), consumers are impacted by both internal and external incentives while making purchases. Researchers have suggested six stages that consumers go through before making a purchasing decision, and they are knowledge, awareness, preference, interest, persuasion, and purchase, according to Kotler & Armstrong (2010) and Kawa et al. (2013). According to Gogoi (2013), customers have an intuition that things that are obscure, inexpensive, and of simple packaging are more likely to pose risks since their quality and value are questionable.

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.

6. Complaining - As time goes on, consumers become more conscious of their rights. They have begun airing their grievances in the media and in their submissions to the relevant authorities and forums. They can file a complaint with

the consumer forum and afterwards request compensation for the loss or injury they have suffered.

Importance of Understanding Buyer Behaviour

One of the factors that aids in fulfilling marketing objectives is an awareness of consumer buying behaviour; without this information, it is challenging to attract new customers, especially in the competitive environment of today. Customers that make larger purchases from a company are also beneficial. One of the components that must be comprehended for a better understanding of the consumer profile is their purchasing habit. Customers use both intellectual and emotional factors to influence their purchasing decisions.

• Customer needs satisfaction: An organisation should provide a marketing mix that meets the needs of the market. Every consumer wants to feel satisfied with the specific good or service they purchase for a given sum of money. As a result, the buyer is constantly looking for more from the provider, and as a result, the supplier must strike a balance between the ideal sale and the practical element because, in the end, any additional service supplied above and beyond the standard procedure raises the price of the product. Hence these factors of customer satisfaction must be cleverly handled in such a way that equally satisfies both the parties of transaction, i.e., buyer and seller.

• Marketing mix development: The way that consumers react to marketing mix is ever-changing. A better comprehension of the factors that affect consumers aids in the formulation of effective marketing strategies. Before a decade, India's audio CD business was enormous, but it has since all but disappeared. Aside from a few exceptions, many websites now offer the option of listening to the newest songs as well as all other sorts and genres of songs for free online. However, the overall trend, which is fast replacing audio CDs with a brand-new online music experience, is crucial. Even the most recent TV series and films are frequently viewed online, either on YouTube or other live streaming websites. Therefore, a thorough analysis of the most recent market developments must be done before establishing the marketing mix.

• New market opportunities: Unfulfilled needs encourage customers to purchase. Marketing can identify new business prospects by comprehending consumer behaviour.

Anyone with an internet connection may now buy any product for anywhere between 5 and 5 lack of rupees in less than 5 minutes. Therefore, when a local dealer is unable to provide the necessary assistance, the consumer is frequently motivated to explore for other, more accessible options. Customers increasingly research a product's characteristics, quality, and price before making a purchase. Thousands of other sellers offering the same goods are available to meet his purchasing demands if he is dissatisfied with one seller.

• Target market selection: Behaviour is an importance variable for market segmentation. By understanding buyer behaviour organization can effectively segment the market.

• Efficient resource use: Organizations may use marketing resources effectively by studying buyer behaviour. In order to carry out numerous marketing tasks from the overall management process with more efficiency, they can concentrate their marketing efforts in a relevant way. When a seller is fully aware of the needs of the consumer, more resources are saved than when the seller is unaware of the customer's purchasing tendencies.

Although a different area of research, resource allocation and saving are important in this industry as buyer behaviour drives the majority of sales. Resources can be used wisely if his purchasing behaviour is known. A company organisation making marketing mix decisions for its product without considering the behaviour of its customers would be engaging in self-destructive behaviour. Thus, the importance of consumer behaviour transcends carelessness.

FIVE STAGES OF CONSUMER BUYING BEHAVIOUR

1. Recognition of problem-When a client becomes aware of an issue or requirement, the problem is first recognised. Humans are seen as clients of one business or another at all stages of life. Additionally, they have demands and requirements that must be met at every stage. These needs could be simple or complex. When a customer becomes aware of his need or want for anything, the first step of their purchasing habit begins.

2. Search for information- After a consumer recognises a problem, the following step is to provide sufficient information to address the issue. The degree of the customer's involvement in the purchase determines the scope of the information search. The primary

informational sources that have the greatest impact on customer purchasing decisions are advertisements, friends, the general public, commercials, and experience.

3. Evaluation of alternatives- he next step in the decision-making process for consumers is assessing the alternatives. The consumer will look for alternatives at this point. They will contrast and comprehend what they already know about competing companies and items with what they gave the most thought to.

4. Purchase decision- A consumer may go through the initial choice process after deciding whether or not to buy as they prepare and aim to buy a specific brand or product.

5. Outcome - After carefully examining each stage of the decision-making process, the ultimate purchase is made in this step.

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.

A decade ago, there was no specific web store where consumers could purchase cosmetics. The industry was also extremely chaotic. Although there was a rising market for cosmetic items, there was little access to expensive names from elsewhere. The founder had the notion to start Nykaa in order to get rid of these contradictions. The business was initially introduced as an internet platform. In order to give users a better experience, it now also runs physical stores and kiosks. The success of Nykaa as a business reflects the changing expectations of the current generation, which strives to

continually display itself in the best light. Through 13 rounds of finance, Nykaa has attracted investments totalling $148.5 million. Additionally, the business had begun its initial public offering, raising $710 million more. BlackRock, Fidelity, and Stead view Capital are a few of the major investors. After reaching a net worth of $1.1 billion in 2020, Nykaa earned the coveted "Unicorn" moniker. The company is now worth $13 billion after the IPO in 2021.

Nykaa was founded by Falguni Nayar in 2012. She currently serves as the CEO of the company. She had previously held positions with businesses like A.F. Ferguson, Kotak Securities, and Kotak Investment Banking before founding Nykaa. She founded and oversaw a unicorn as the first woman in the nation. Additionally, she is India's richest self-made woman. Her wealth was estimated to be at $7.7 billion after the IPO. She holds 53.5% of the company's equity. Nykaa competes with other online stores such as Myntra, Amazon, Plum Goodness, Purplle, MyGlamm, Scentials, FabAlley, and LimeRoad. Nykaa has so far acquired three companies. The first occurred in 2019, when it purchased the 20Dresses fashion and leisure e-commerce business. Pipa Bella was the second acquisition, which happened in April 2021. In October of the same year, Nykaa purchased the cruelty-free cosmetics and skincare company Dot & Key Wellness. They store the goods in their warehouses, where third-party vendors list products. This helps Nykaa have a tighter grip on its products and helps them prevent the entry of any fake goods into the market. One of Nykaa's warehouse sites, from which the goods are sold directly, is New Delhi. Other locations include Mumbai, Pune, Haryana, Kolkata, and Bengaluru. Nykaa's products are available for purchase online or at one of the company's physical retail locations. Huda Beauty, MAC, Dior, and Givenchy are among the international premium beauty brands represented in the Luxe format, as is Nykaa Beauty, the in-house beauty collection. Based on consumer demand, the Nykaa on Trend format selects products by category.

At the brand's kiosks, beauty consultants are available to help novices choose the right products from a variety of brands. The company also confirms the legitimacy of its products and upholds fair pricing. High profit margins are offered by the inventory business model, and any product damage is the company's problem. With some of the

top content marketing initiatives under its belt, Nykaa uses high-end content to display global trends, which has turned out to be a winning formula for the brand name.

People consume content; thus, the company has developed a distinctive strategy that imaginatively harnesses the power of content by assembling a passionate group of young professionals. A thorough YouTube marketing strategy is part of the Nykaa marketing mix. Nykaa has a YouTube channel called "Nykaa TV" that offers people video instructions for using cosmetics and fashion items and being up to date with society. The company's YouTube channel does not feature any products for sale; instead, it concentrates on giving its target customers consumable content like beauty, personal care advice, cosmetic tricks, and much more. The YouTube channel of Nykaa features a variety of content, such as celebrity beauty tips, bridal makeup tutorials, and beauty horoscopes. They offer a variety of how-to films to help customers and users choose the right items and utilise them properly. Additionally, the business advertises on YouTube to connect with its clients. The firm has gone to considerable measures to advertise, whether on its website or through its mobile application, according to the vast Nykaa marketing plan. The target audience may always access new and updated content thanks to Nykaa's emphasis on brand positioning through the website. The company uses customised adverts, lessons, and blogs on its main platform to boost online sales. The website seeks to influence the fashion and beauty sectors. Additionally, it has been emphasising providing individuals with high-quality goods and services at discounted prices. The platform seems to have a lot of promise for expansion and supremacy in the future.

Nykaa makes use of SEO services to increase organic traffic and build brand recognition. Its ability to stay ahead of the competition is partly a result of keeping up with industry advances. In order to enhance its content with potential keywords that show up highly in search results, Nykaa has employed SEO. The cosmetics company has also streamlined its blogs and content so that Google can index and search them rapidly. Nykaa has cleverly used email marketing to its full potential. As part of its promotional efforts, the company sends out emails to highly engaged buyers, including trending content that provides a glance at current industry trends. These emails also present an early look at any upcoming sales, urging consumers to visit the online store. Their email

marketing plan has performed exceptionally well, with high open rates, engagement rates, and conversion rates. It has clearly been achieving the overall Nykaa marketing strategy goals. Influencer marketing continues to be one of the most efficient and cost-effective ways to engage with clients when compared to more conventional platforms, and is therefore a crucial component of the Nykaa marketing strategy. Nykaa, despite having actor Janhvi Kapoor as their brand ambassador, mainly relies on influencers and content creators to promote new brand launches and sales. Since they aid in educating and assisting customers in making the best selections for themselves, influencers are a crucial component of the company's content marketing strategy. In order to increase customer engagement and trust, Nykaa is a firm believer in building long-term relationships with influencers. Through this tactic, a community of people who exchange ideas and proposals, find inspiration, learn new things, and watch new movies has been formed. By employing this technique, the business has created the best plan for keeping current consumers and luring in new ones. It serves both middle-class and upper-class customers. At the same time, it gained popularity on a global scale because to its well-publicized partnership with Indian star Katrina Kaif. Users can communicate with other beauty aficionados on the interactive website Nykaa Network. They can consult specialists for beauty guidance as well. In order to make consumers happy with their purchases, the firm frequently includes presents with special orders. It's a great way to keep customers around longer. The company has released a magazine with industry news and numerous articles offering guidance on skincare and wellness products. This magazine uses a variety of media, such as Facebook Live, educational brand collaborations, web series, and OTT platforms. Each month, their magazine receives 7.5 million page views and 4 lakh unique visitors. These periodicals are also published by Nykaa in a number of regional dialects. A highly intriguing tool with a wide range of skin, hair, and wellbeing criteria has been created by Nykaa. The tool enables the creation of a customised skincare routine based on the preferences of the user, and the routine finder assists the user by displaying or suggesting products that will help them to solve the issue they are currently experiencing. This routine finder receives about 15000 visits each month, 90% of which come through mobile applications, and 10% via the website.

Technology is the most important factor in Nykaa because it underpins nearly every aspect of business operations. Nykaa's technology development includes a variety

of tasks such technology selection, process engineering, field testing, and component & feature design. Nykaa's human resource management helps the business with a number of crucial tasks, including recruiting and choosing employees, evaluating and developing employees' abilities, personnel planning, training, and remuneration. Nykaa targets clients while concentrating on a niche marketing strategy. The company's primary clients are members of upper-middle-class society, primarily women. It also meets the needs of males in terms of fitness and appearance. The majority of Nykaa's consumers are between the ages of 18 and 50. The organisation that requires employees to appear presentable targets contemporary women. Customers between the ages of 19 and 25 who need all advise on cosmetics are active seekers. These consumers read blogs, shop online, and are at ease with technology. Due of its direct relationships with companies, Nykaa is able to provide brand-sponsored discounts on high-quality goods.

Most women prefer to purchase online rather than going to brick-and-mortar stores because it is more convenient for them in terms of saving time and money, and Nykaa has the advantage of offering quick product deliveries. Nykaa provides a one-stop shop for all kinds of wellness and cosmetic items. In comparison to other e-commerce behemoths, the company's products are also significantly less expensively priced. There are many options accessible in Nykaa's wellness service, including their unique GrabOn coupons that are designed to draw clients and give them access to products at a lower cost. In order to encourage users to keep making purchases from the portal, Nykaa offers a variety of seasonal coupons and promotions that come with a variety of exciting rewards.

Nykaa has a beauty channel on YouTube where it offers its audience free makeup tutorials in addition to its own blog where it offers free beauty advice. The key differentiators of Nykaa also include educating customers about the unique selling propositions (USPs) of products that are readily available online, providing enough information to increase customers' confidence in the company's chosen products, and making recommendations for particular products based on each customer's particular requirements. Nykaa has established a very lucrative business in the Indian market, demonstrating its credibility. It has established itself as one of the most well-liked beauty and wellness behemoths and will only continue to expand in the years to come because

to its balanced and patient approach. Nykaa has earned customers' trust by demonstrating its commitment to loyalty and by being successful enough to deserve it. With such effective marketing techniques, the brand will spread even more and generate enormous revenues.

CHAPTER 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

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.

RESEARCH QUESTIONS

1. What is the buying behavior of online consumers?
2. What is the level of preference for different age, income, gender and occupation status?
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.

3. Ho3: There is no relationship between the age group and online buying behavior of consumers.

4. Ho4: There is no relationship between the gender and online buying behavior of consumers.

4.1 GENDER CLASSIFICATION

GENDER	FREQUENCY	PERCENTAGE
MALE	12	12
FEMALE	88	88
TOTAL	100	100

Source Primary Data

FIGURE 4.1
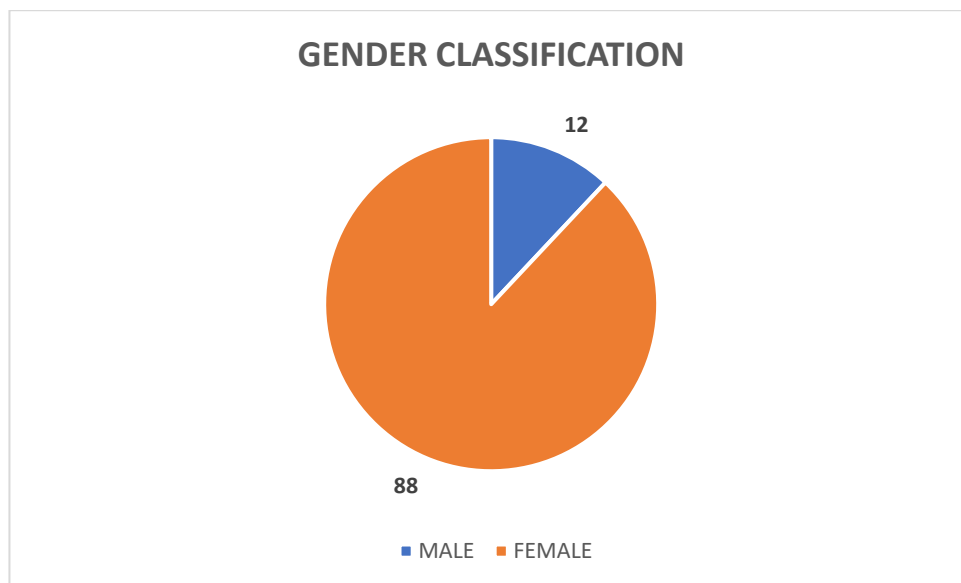
Interpretation: Table No 4.1 shows that female responses outnumbered male responses. Female responses being 88% and male responses being 12%.

4.2 AGE WISE CLASSIFICATION

AGE	FREQUENCY	PERCENTAGE
BELOW 20	5	5
20 – 30	42	42
31 – 40	19	19
41 – 50	19	19
ABOVE 50	15	15
TOTAL	**100**	**100**

Source: Primary Data

FIGURE 4.2
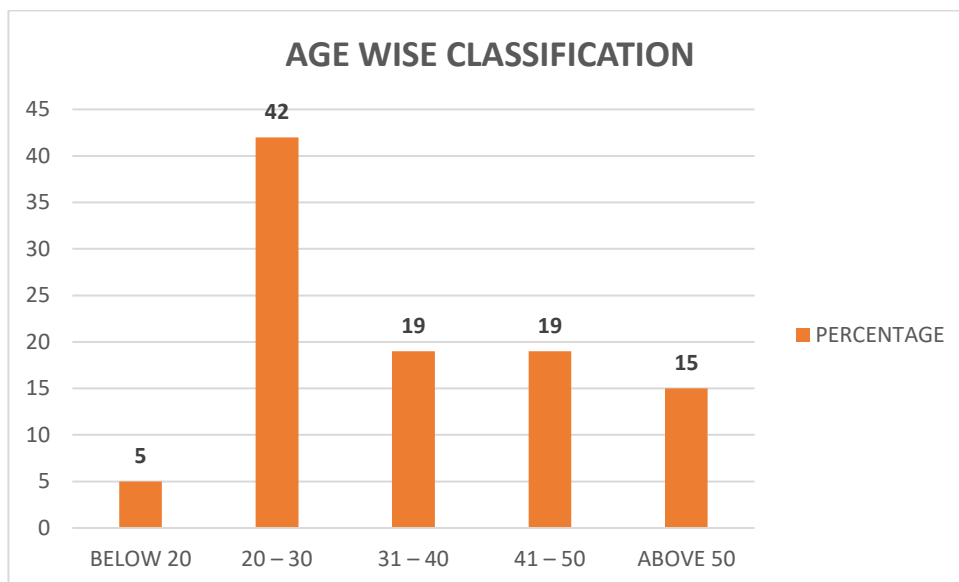
Interpretation: The above table 4.2 reveals that, out of 100 responses, demographic classification of 42 responses belonged to the age group of 20 – 30(42%). The next highest category belongs to age groups 20 – 30 and 30 – 40 which is 19%. Above 50 age group have responses 15% and the lowest category age group is below 20 which is 5%.

4.3 CLASSIFICATION ON THE BASIS OF OCCUPATION

OCCUPATION	FREQUENCY	PERCENTAGE
BUSINESS	10	10
PUBLIC	2	2
GOVERNMENT	17	17
PRIVATE	29	29
PROFESSIONAL	11	11
STUDENT	29	29
OTHERS	2	2
TOTAL	100	100

Source: Primary Data

FIGURE 4.33
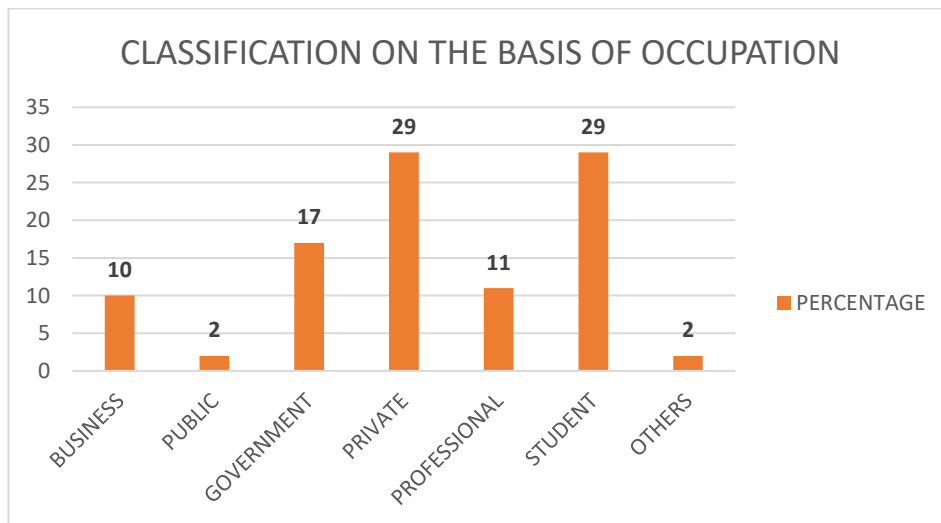
Interpretation: The above table 4.3 reveals that, out of 100 responses 29% belongs to private sector and students,17% belongs to government,11% belongs to professionals,10% belongs to business and 2% include public sector and others.

4.4 MONTHLY INCOME CLASSIFICATION

MONTHLY INCOME	FREQUENCY	PERCENTAGE
LESS THAN 20000	38	38
20001 – 40000	31	31
40001 – 60000	10	10
60001 – 80000	11	11
MORE THAN 80000	10	10
TOTAL	**100**	**100**

Source: Primary Data

FIGURE 4.4
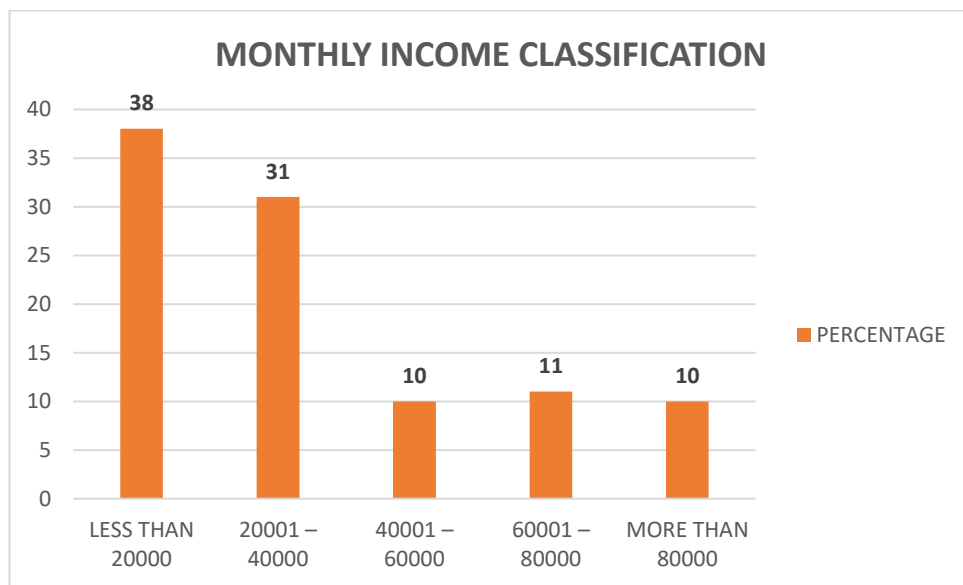
Interpretation: The above table 4.4 reveals that, out of 100 respondents 38% of respondents have monthly income less than 20000,31% of the respondents have monthly income between 20000-40000,11% of respondents have monthly income between 60001-80000,10% of respondents have monthly income between 40001-60000 and more than 80000.

4.5 ONLINE PREFRENCE OF BEAUTY PRODUCTS

BEAUTY PRODUCTS	FREQUENCY	PERCENTAGE
YES	83	83
NO	17	17
TOTAL	100	100

Source: Primary data

FIGURE 4.5

ONLINE PREFERNCE OF BEAUTY PRODUCTS
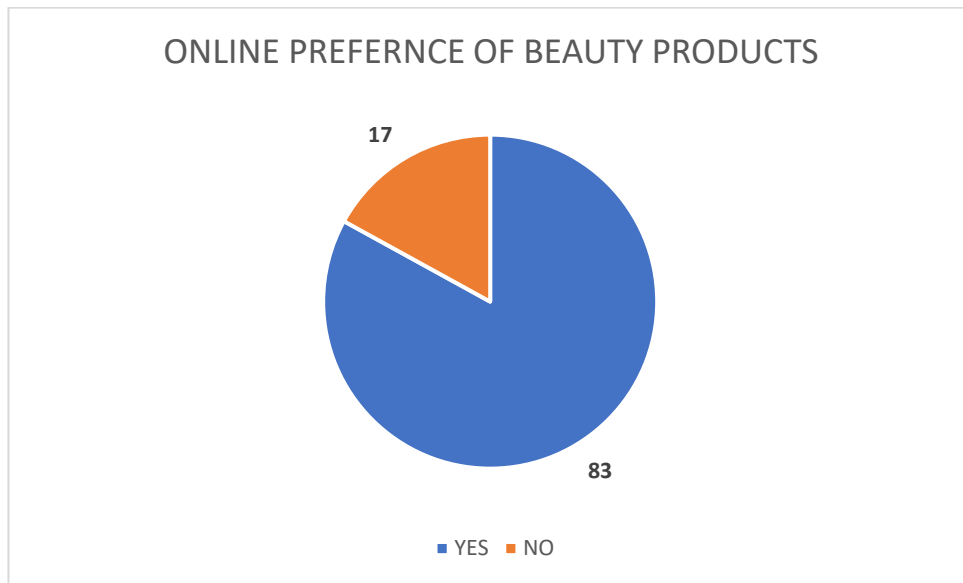
Interpretation: The above table 4.5 shows, out of 100 respondents, 83% of the respondents prefer online purchase of beauty products and 17% of the respondents don't prefer online purchase of beauty products.

4.6 ONLINE PLATFORMS PREFERRED BY RESPONDENTS

ONLINE PLATFORMS	FREQUENCY	PERCENTAGE
NYKAA	73	73
BODYSHOP	11	11
PURPLE	3	3
LUSH	1	1
OTHERS	12	12
TOTAL	100	100

Source: Primary data

FIGURE 4.6
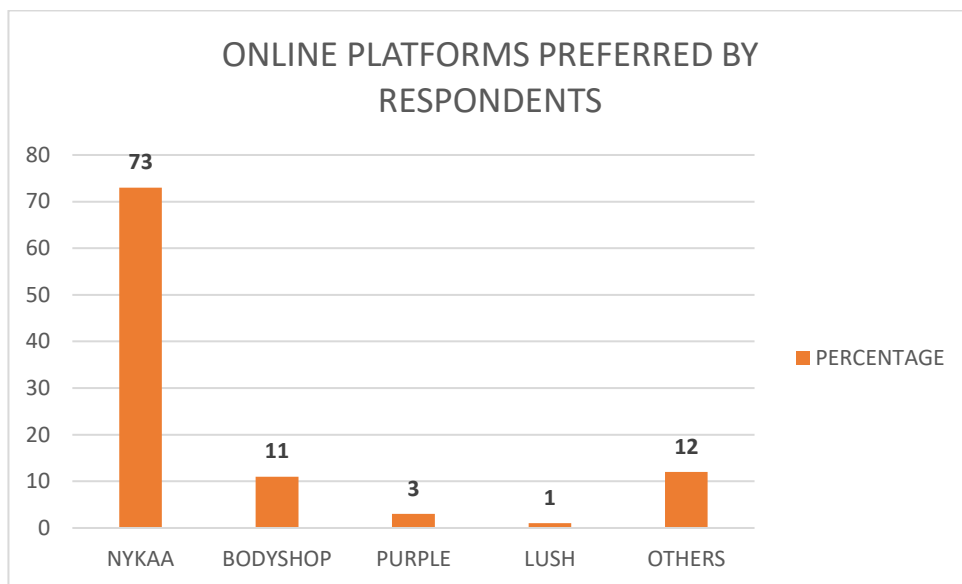
Interpretation: The above table 4.6 shows, out of 100 respondents 73% of the respondents prefers Nykaa,3% of the respondents prefers Purple and 12% others,11% of the respondents prefer Bodyshop and 1% of the respondents prefers lush.

4.7 REASONS FOR NOT PREFERING ONLINE PURCHASE

NO ONLINE PURCHASE	FREQUENCY	PERCENTAGE
NEVER HAD THE NEED TO BUY	13	36
NOT INTRESTED IN BEAUTY PRODUCTS	9	25
WOULD RATHER PREFER RETAIL SHOPPING	14	39
TOTAL	**36**	**100**

Source: Primary Data

FIGURE 4.7

Interpretation: The above table 4.6 shows, out of 100 respondents 39% of the respondents prefers retail shopping, 36% of the respondents never had the need to buy and 25% of the respondents are not interested in beauty products.

4.8 LEVEL OF SATISFACTION

REASONS	LIKERT SCALE	FREQUENCY	LIKERT SCORE	%
THE AVAILABILITY OF BRANDS	HIGHLY SATISFIED	35	175	35
	SATISFIED	57	228	57
	NEUTRAL	8	24	8
	DIS SATISFIED	0	0	0
	HIGHLY DIS SATISFIED	0	0	0
	TOTAL	**100**	**427**	**100**
	AVERAGE		28.4	
AFFORDABILITY	HIGHLY SATISFIED	17	85	17
	SATISFIED	56	224	56
	NEUTRAL	25	75	25
	DIS SATISIFED	1	2	1
	HIGHLY DIS SATISFIED	1	1	1
	TOTAL	**100**	**387**	**100**
	AVERAGE		25.8	
PERSONALIZED CUSTOMER SERVICE	HIGHLY SATISFIED	19	95	19
	SATISFIED	49	196	49
	NEUTRAL	30	90	30
	DIS SATISFIED	1	2	1
	HIGHLY DIS SATISFIED	1	1	1
	TOTAL	**100**	**384**	**100**
	AVERAGE		25.6	
QUALITY	HIGHLY SATISFIED	23	115	23
	SATISFIED	59	236	59
	NEUTRAL	16	48	16
	DIS SATISIFED	2	4	2
	HIGHLY DIS SATISFIED	0	0	0
	TOTAL	**100**	**403**	**100**
	AVERAGE		26.8	
DELIVERY SYSTEM	HIGHLY SATISFIED	26	130	26
	SATISFIED	55	220	55
	NEUTRAL	16	48	16
	DIS SATISIFED	3	6	3
	HIGHLY DIS SATISFIED	0	0	0
	TOTAL	**100**	**404**	**100**

	AVERAGE		26.9	
PACKAGING	HIGHLY SATISFIED	28	140	26
	SATISFIED	58	232	58
	NEUTRAL	12	36	12
	DIS SATISIFED	1	2	1
	HIGHLY DIS SATISFIED	1	1	1
	TOTAL	**100**	**411**	**100**
	AVERAGE		27.4	
DISCOUNTS/COUPONS/GIFTS	HIGHLY SATISFIED	26	130	26
	SATISFIED	44	176	44
	NEUTRAL	24	72	24
	DIS SATISIFED	5	10	5
	HIGHLY DIS SATISFIED	1	1	1
	TOTAL	**100**	**389**	**100**
	AVERAGE		25.9	
CELEBRITY ENDORESEMENT	HIGHLY SATISFIED	11	55	11
	SATISFIED	57	228	57
	NEUTRAL	27	81	27
	DIS SATISIFED	3	6	3
	HIGHLY DIS SATISFIED	2	2	2
	TOTAL	**100**	**372**	**100**
	AVERAGE		24.8	
SOCIAL MEDIA/ITS INFLUENCERS	HIGHLY SATISFIED	22	110	22
	SATISFIED	50	200	55
	NEUTRAL	24	72	18
	DIS SATISIFED	2	4	2
	HIGHLY DIS SATISFIED	2	2	1
	TOTAL	**100**	**380**	**100**
	AVERAGE		25.8	
BRAND NAME	HIGHLY SATISFIED	24	120	24
	SATISFIED	55	220	55
	NEUTRAL	18	54	18
	DIS SATISIFED	2	4	2
	HIGHLY DIS SATISFIED	1	1	1
	TOTAL	**100**	**399**	**100**
	AVERAGE		26.6	

Source: Primary Data

FIGURE 4.8

Interpretation: The above table 4.7 shows, out of 100 respondents ,35% of the respondents are highly satisfied with availability of brands,57% are satisfied and 8% have a neutral opinion on availability of brands.

Out of 100 respondents, 17% of the respondents are highly satisfied with the affordability,56% of the respondents are satisfied with the affordability,25% have a neutral opinion and 1% are dissatisfied and highly dissatisfied with the affordability.

Out of 100 respondents,19% of the respondents are highly satisfied with the personalized customer service, 49% are satisfied and 30% have a neutral opinion and 1% are dissatisfied and highly dissatisfied with the personalized customer service.

Out of 100 respondents,23% of the respondents are highly satisfied with the quality,59% of the respondents are satisfied, 16% of the respondents have a neutral opinion and 2% are dissatisfied with the quality.

Out of 100 respondents, 26% of the respondents are highly satisfied with the delivery system,55% of the respondents are satisfied,16% have a neutral opinion and 3% of the respondents are dissatisfied with the delivery system.

Out of 100 respondents,26% of the respondents are highly satisfied with the packaging, 58% of the respondents are satisfied ,12% of the respondents have a neutral opinion and 1% of the respondents are dissatisfied and highly dissatisfied with the packaging.

Out of 100 respondents, 26% of the respondents are highly satisfied with the discounts/coupons/offers,44% of the respondents are satisfied ,24% of the respondents have a neutral opinion and 1% of the respondents are dissatisfied and highly dissatisfied with packaging.

Out of 100 respondents,11% of the respondents are highly satisfied with the celebrity endorsement,57% of the respondents are satisfied,27% of the respondents have a neutral opinion ,2% of the respondents are dissatisfied and only 1% of the respondents are highly dissatisfied.

Out of 100 respondents, 22% of the respondents are highly satisfied with social media/its influencers,55% of the respondents are satisfied,18% of the respondents have neutral opinion,2% are dissatisfied and only 1% of the respondents are highly dissatisfied about social media/its influencers.

Out of 100 respondents,24% of the respondents are highly satisfied with the brand name,55% of the respondents are satisfied,18% of the respondents have a neutral opnion,2% of the respondents are dissatisfied and only 1% of the respondents are highly dissatisfied with the brand name.

4.9 TYPES OF CUSTOMERS OF NYKAA

TYPE OF CUSTOMER	FREQUENCY	PERCENTAGE
POTENTIAL CUSTOMER	16	16
NEW CUSTOMER	34	34
IMPULSIVE CUSTOMER	12	12
DISCOUNT CUSTOMER	17	17
LOYAL CUSTOMER	21	21
TOTAL	**100**	**100**

Source: Primary Data

FIGURE 4.9
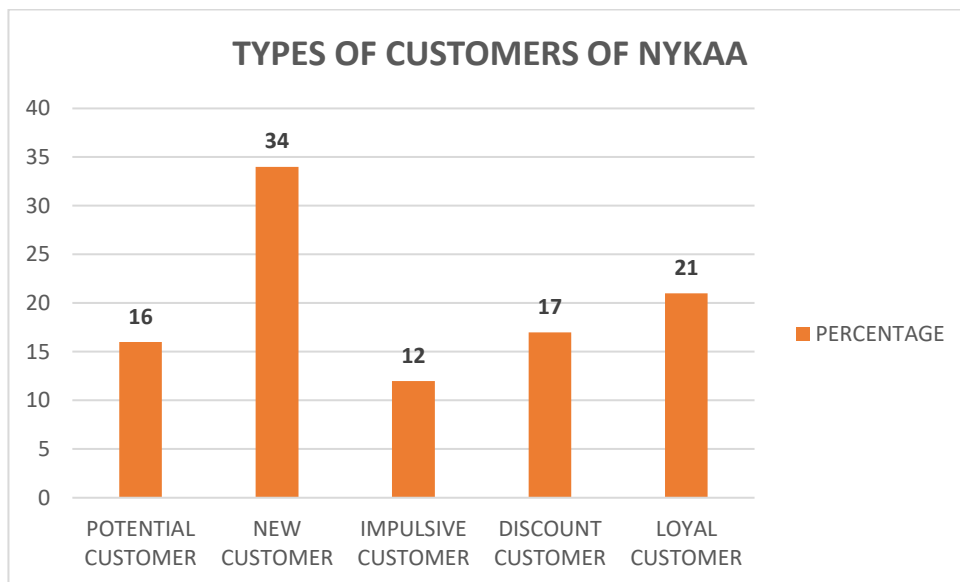
Interpretation: The above table shows, out of 100 respondents 34% of the respondents are new customers,21% of the respondents are loyal customers,17%of the respondents are discount customers,16% of the respondents are potential customers and 12% of the respondents are impulsive customers.

4.10 PREFERRED ASPECTS WHILE MAKING PURCHASE DECISION

PURCHASE DECSION	FREQUENCY	PERCENTAGE
QUALITY	28	28
AFFORDABILITY	20	20
BRAND IMAGE	18	18
ADVERTISEMENT	9	9
DISCOUNT/OFFERS	16	16
OTHERS	9	9
TOTAL	100	100

Source: Primary Data

FIGURE 4.10
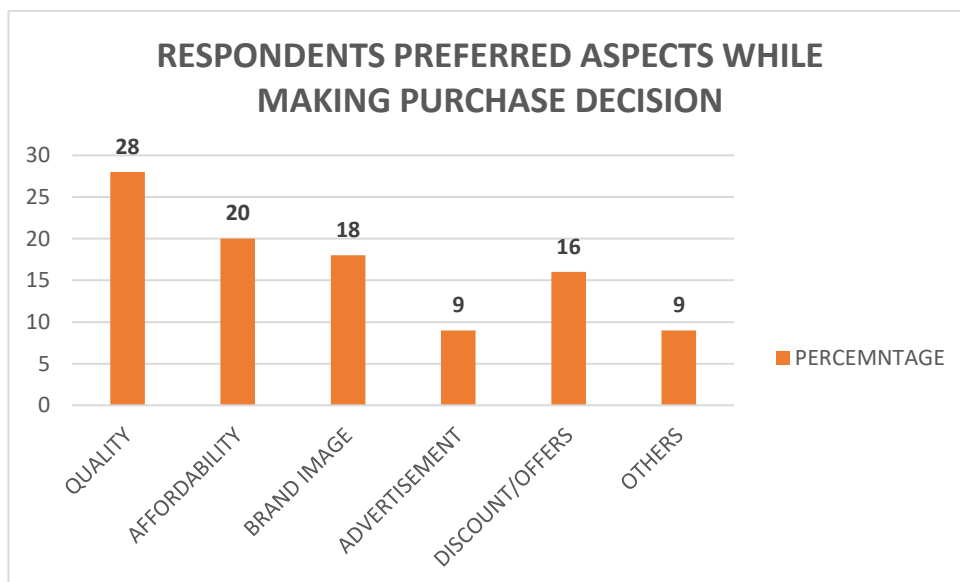
Interpretation: The above table shows, out of 100 respondents, 28% of the respondents prefer quality, 20% of the respondents prefer affordability,18% of the respondents prefer brand image,16% of the respondents prefer discounts/offers, and 9% of the respondents prefer advertisement and others.

4.11 RESPONDENTS' OPINION ON UNIQUENESS OF NYKAA

UNIQUENESS	FREQUENCY	PERCENTAGE
PRICE	11	11
QUALITY	32	32
GENUINE PRODUCTS	24	24
DISCOUNT/OFFERS	12	12
WIDE RANGE OF PRODUCTS	21	21
TOTAL	100	100

Source: Primary Data

FIGURE 4.11
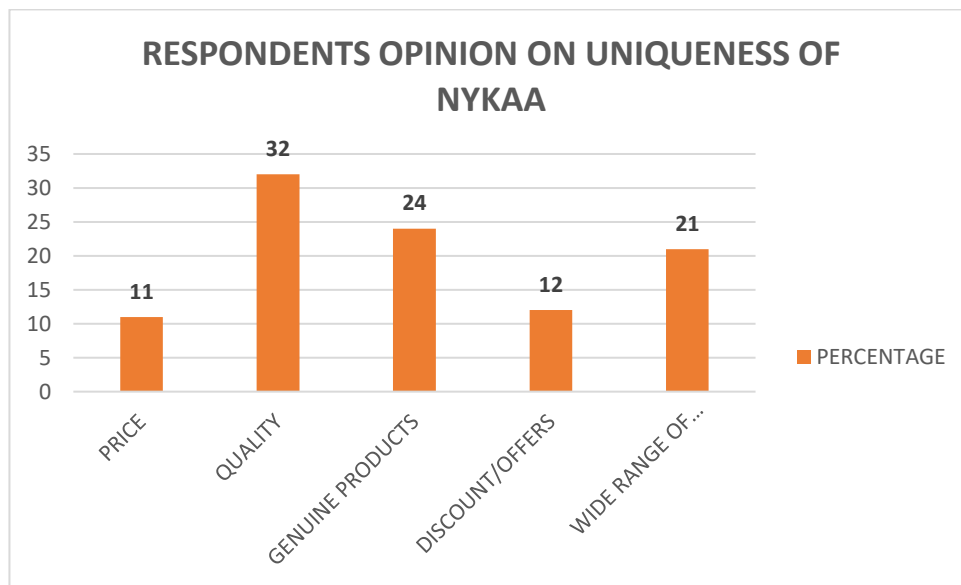
Interpretation: The above table shows, out of 100 respondents 32% prefers quality as uniqueness of nykaa,24% of the respondents prefers genuine product as uniqueness of nykaa,21% of the respondents prefers wide range of products as uniqueness of the nykaa, 12% prefers discounts as uniqueness of nykaa and 11% of the respondents prefers price as uniqueness of nykaa.

4.12 RATE ON CUSTOMERS QUERIES AND COMPLAINTS

RESPONSE	FREQUENCY	PERCENTAGE
1	0	0
2	3	3
3	34	34
4	43	43
5	20	20
TOTAL	100	100

Source: Primary Data

FIGURE4.12
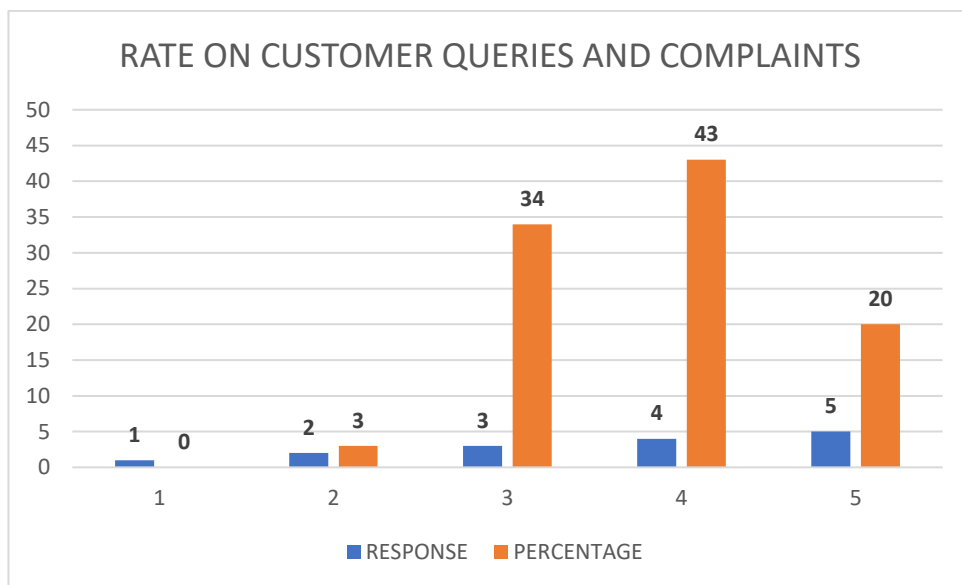
Interpretation: the above table 4.11 shows, out of 100 respondents 43% of the respondents' rates 4 for customer queries and complaints of nykaa,34% of the respondent's rates 3 for customer queries and complaints of nykaa,20% of the customers rates 5 for customer queries and complaints of nykaa and 3% of the respondent's rates 2 for customer queries and complaints of nykaa.

4.13 PROBLEMS FACED BY THE RESPONDENTS

PROBLEMS FACED	FREQUENCY	PERCENTAGE
NOT DELIVERD ON TIME	16	16
ARRIVAL OF DAMAGED PRODUCTS	7	7
POOR QUALITY PRODUCTS & SERVICES	11	11
RETURN & REFUND	21	21
NONE	45	45
TOTAL	100	100

Source: Primary Data

FIGURE 4.13
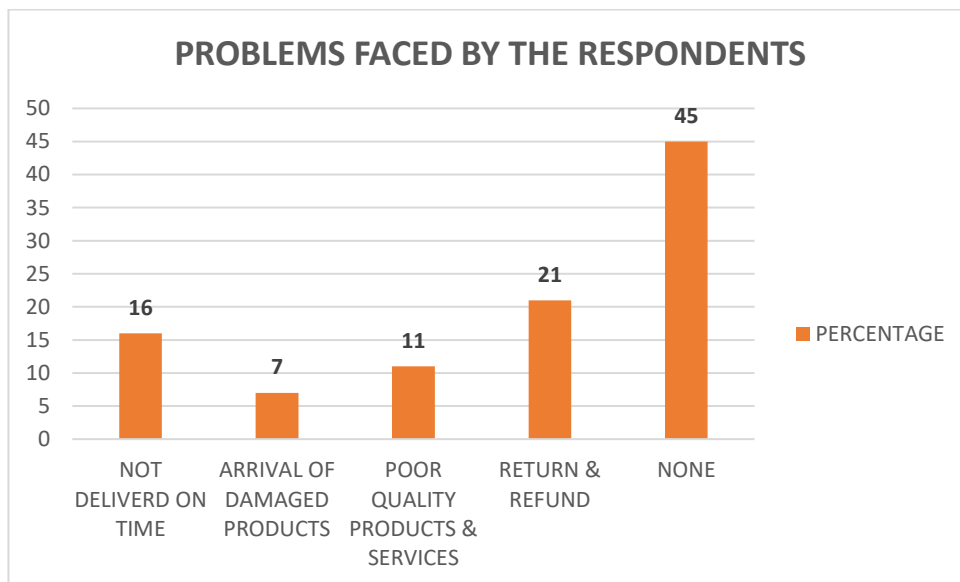
Interpretation: The above table shows, out of 100 respondents 45% of the respondents faced no issue,21% of the respondents faced return and refund as an issue,16% of the respondents faced not delivered on time as an issue,11% of the respondents faced poor quality products and services as an issue and 7% of the respondent's faced arrival of damaged products as an issue.

4.14 RESPONDENTS' WILLINGNESS TO SUGGEST NYKAA TO OTHERS

BRANDS	FREQUENCY	PERCENTAGE
NYKAA	74	74
THE BODY SHOP	11	11
PURPLE	3	3
LUSH	1	1
OTHERS	11	11
TOTAL	**100**	**100**

Source: Primary Data

FIGURE 4.14

RESPONDENTS WILLINGNESS TO SUGGEST NYKAA TO OTHERS
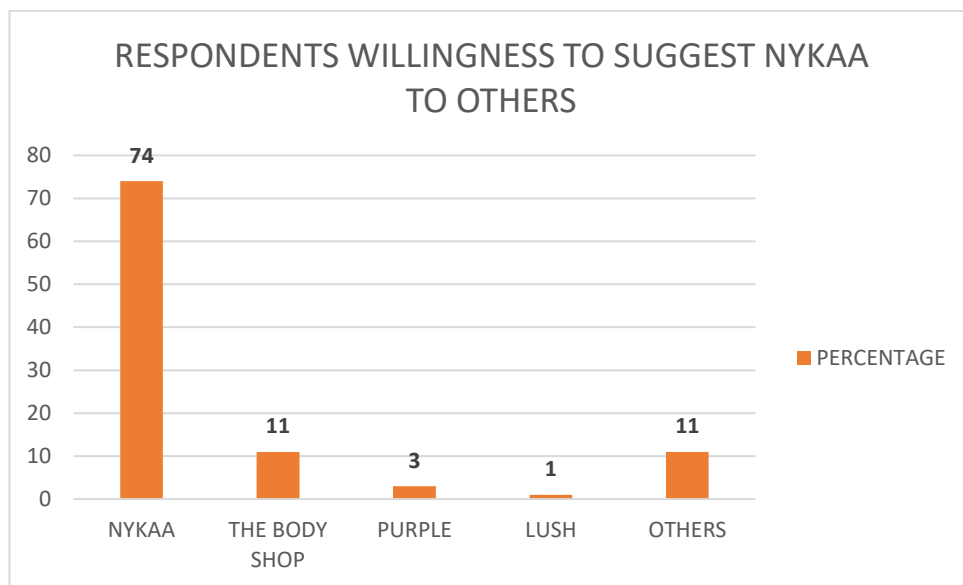
Interpretation: The above table shows, out of 100 respondents 74% of the respondents shows willingness to suggest nykaa to others,11% of the respondents shows willingness to suggest Bodyshop and others and 3% of the respondents shows willingness to suggest purple and 1% shows willingness to suggest lush to others.

Ho1: There is no relationship between the income level and online buying behavior of consumers.

4.15 INCOME LEVEL AND TYPE OF CUSTOMERS

Observed Frequency	INCOME LEVEL	POTENTIAL	NEW	IMPULSIVE	DISCOUNT	LOYAL	TOTAL
	LESS THAN 20000	6	15	4	5	9	39
	20001-40000	3	13	3	5	7	31
	40001-60000	1	4	0	3	3	11
	60001-80000	4	2	0	0	2	8
	MORE THAN 80000	2	1	5	2	1	11
	TOTAL	16	35	12	15	22	100
Expected frequency calculation		6.24	13.65	4.68	5.85	8.58	
		4.96	1.85	3.72	4.65	6.82	
		1.76	3.85	1.32	1.65	2.42	
		1.28	2.8	0.96	1.2	1.76	
		1.76	3.85	1.32	1.65	2.42	
	OBSERVED	EXPPECTED	O-E	(O-E)2	(O-E)2/E		
	6	6.24	-0.24	0.0576	0.009230769		
	3	4.96	-1.96	3.8416	0.774516129		
	1	1.76	-0.76	0.5776	0.328181818		
	4	1.28	2.24	5.0176	3.92		
	2	1.76	0.24	0.0576	0.032727273		
	15	13.65	1.35	1.8225	0.133516484		
	13	1.85	11.15	124.3225	67.20135135		
	4	3.85	0.15	0.0225	0.005844156		
	2	2.8	-0.8	0.64	0.228571429		
	1	3.85	-2.85	8.1225	2.10974026		

		4	4.68	-0.68	0.4624	0.098803419		
		3	3.72	-0.72	0.5184	0.139354839		
		0	1.32	-1.32	1.7424	1.32		
		0	0.96	-0.96	0.9216	0.96		
		5	1.32	3.68	13.5424	10.25939394		
		5	5.85	-0.85	0.7225	0.123504274		
		5	4.65	0.35	0.1225	0.026344086		
		3	1.65	1.35	1.8225	1.104545455		
		0	1.2	-1.2	1.44	1.2		
		2	1.65	0.35	0.1225	0.074242424		
		9	8.58	0.42	0.1764	0.020559441		
		7	6.82	0.18	0.0324	0.004750733		
		3	2.42	0.58	0.3364	0.139008264		
		2	1.76	0.24	0.0576	0.032727273		
		1	2.42	-1.42	2.0164	0.83322314		
						91.08013695		
Degree of freedom	*(r-1) (c-1)*	*16*						
Level of significance	*0.05*							
Table value	*26.296*							

As the calculated value is more than the table value, we reject the Ho1. Therefore, the type of customer is dependent on the income level of consumers. There is relation between the income level and the type of customers.

4.16 INCOME LEVEL AND ASPECTS CONSIDERED WHILE MAKING PURCHASE DECISION

	Affordability	Quality	Brand Image	Discount	Advertisement	Others	Total
LESS THAN 20000	9	11	8	5	3	2	38
20000-40000	7	9	6	5	2	2	31
40001-60000	2	3	1	2	1	1	10
60001-80000	1	3	1	2	2	2	11
MORE THAN 80000	1	2	2	2	1	2	10
TOTAL	20	28	18	16	9	9	100
Expected frequency calculation	7.6	10.64	6.84	6.08	3.42	3.42	
	6.2	8.68	5.58	4.96	2.79	2.79	
	2	2.8	1.8	1.6	0.9	0.9	
	2.2	3.08	1.98	1.76	0.99	0.99	
	2	2.8	1.8	1.6	0.9	0.9	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**		
	9	7.6	1.4	1.96	0.257894737		
	7	6.2	0.8	0.64	0.103225806		
	2	2	0	0	0		
	1	2.2	-1.2	1.44	0.654545455		
	1	2	-1	1	0.5		
	11	10.64	0.36	0.1296	0.012180451		
	9	8.68	0.32	0.1024	0.011797235		
	3	2.8	0.2	0.04	0.014285714		
	3	3.08	-0.08	0.0064	0.002077922		
	2	2.8	-0.8	0.64	0.228571429		
	8	6.84	1.16	1.3456	0.196725146		
	6	5.58	0.42	0.1764	0.031612903		
	1	1.8	-0.8	0.64	0.355555556		

	1	1.98	-0.98	0.9604	0.485050505		
	2	1.8	0.2	0.04	0.022222222		
	5	6.08	-1.08	1.1664	0.191842105		
	5	4.96	0.04	0.0016	0.000322581		
	2	1.6	0.4	0.16	0.1		
	2	1.76	0.24	0.0576	0.032727273		
	2	1.6	0.4	0.16	0.1		
	3	3.42	-0.42	0.1764	0.051578947		
	2	2.79	-0.79	0.6241	0.223691756		
	1	0.9	0.1	0.01	0.011111111		
	2	0.99	1.01	1.0201	1.03040404		
	1	0.9	0.1	0.01	0.011111111		
	2	3.42	-1.42	2.0164	0.589590643		
	2	2.79	-0.79	0.6241	0.223691756		
	1	0.9	0.1	0.01	0.011111111		
	2	0.99	1.01	1.0201	1.03040404		
	2	0.9	1.1	1.21	1.344444444		
					7.827776002		
Degree of freedom (r-1) (c-1)	*20*						
level of significance	*0.05*						
TABLE VALUE	*31.41*						

As the calculated value is less than the table value, we accept the Ho1. Therefore, the aspects while making purchase decision and the income level of consumers are independent. There is no relation between the income level and the purchase decision of consumers.

4.17 INCOME LEVEL AND THE ONLINE PLATFORMS CHOSEN TO PURCHASE BEAUTY PRODUCTS

	NYKAA	BODY SHOP	PURPLE	LUSH	OTHERS	TOTAL
LESS THAN 20000	30	3	1	0	4	38
20000-40000	26	3	0	0	2	31
40001-60000	4	3	0	1	2	10
60001-80000	9	1	0	0	1	11
ABOVE 80000	4	1	2	0	3	10
TOTAL	73	11	3	1	12	100
Expected value calculation	27.74	4.18	1.14	0.38	4.56	
	22.63	3.41	0.93	0.31	3.72	
	7.3	1.1	0.3	0.1	1.2	
	8.03	1.21	0.33	0.11	1.32	
	7.3	1.1	0.3	0.1	1.2	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**	
	30	27.74	2.26	5.1076	0.184124009	
	26	22.63	3.37	11.3569	0.501851525	
	4	7.3	-3.3	10.89	1.491780822	
	9	8.03	0.97	0.9409	0.117173101	
	4	7.3	-3.3	10.89	1.491780822	
	3	4.18	-1.18	1.3924	0.333110048	
	3	3.41	-0.41	0.1681	0.049296188	
	3	1.1	1.9	3.61	3.281818182	
	1	1.21	-0.21	0.0441	0.036446281	
	1	1.1	-0.1	0.01	0.009090909	
	1	1.14	-0.14	0.0196	0.017192982	
	0	0.93	-0.93	0.8649	0.93	

0	0.3	-0.3	0.09	0.3	
0	0.33	-0.33	0.1089	0.33	
2	0.3	1.7	2.89	9.633333333	
0	0.38	-0.38	0.1444	0.38	
0	0.31	-0.31	0.0961	0.31	
1	0.1	0.9	0.81	8.1	
0	0.11	-0.11	0.0121	0.11	
0	0.1	-0.1	0.01	0.1	
4	4.56	-0.56	0.3136	0.06877193	
2	3.72	-1.72	2.9584	0.795268817	
2	1.2	0.8	0.64	0.533333333	
1	1.32	-0.32	0.1024	0.077575758	
3	1.2	1.8	3.24	2.7	
				31.88194804	
Degree of freedom (r-1)(c-1)	*16*				
Level of significance	*0.05*				
Table value	*26.296*				

As the calculated value is more than the table value, we reject the Ho1. Therefore, the choice of online platform is dependent on the income level of consumers. There is relation between the income level and the online platforms chosen by the consumers for purchase of beauty products.

4.18 INCOME LEVEL AND ONLINE PURCHASE OF ANY BEAUTY PRODUCTS

	YES	NO	TOTAL		
LESS THAN 20000	30	9	39		
20000-40000	28	3	31		
40001-60000	8	3	11		
60001-80000	7	1	8		
MORE THAN 80000	10	1	11		
TOTAL	83	17	100		
EXPECTED VALUVE CALCULATION	32.37	6.63			
	25.73	5.27			
	9.13	1.87			
	6.64	1.36			
	9.13	1.87			
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**
	30	32.37	-2.37	5.6169	0.173521779
	28	25.73	2.27	5.1529	0.200268169
	8	9.13	-1.13	1.2769	0.139857612
	7	6.64	0.36	0.1296	0.019518072
	10	9.13	0.87	0.7569	0.082902519
	9	6.63	2.37	5.6169	0.84719457
	3	5.27	-2.27	5.1529	0.977779886
	3	1.87	1.13	1.2769	0.682834225
	1	1.36	-0.36	0.1296	0.095294118
	1	1.87	-0.87	0.7569	0.404759358
					3.623930309
DEGREE OF FREEDOM	*4*				
LEVEL OF SIGNIFICANCE	*0.05*				
TABLE VALUE	*0.488*				

As the calculated value is more than the table value, we reject the Ho1. Therefore, the online purchase of product is dependent on the income level of consumers. There is relation between the income level and the online purchase of products by the consumers.

Ho2: There is no relationship between the occupation status and online buying behavior of consumers.

4.19 OCCUPATION STATUS AND ITS INFLUENCE ON DIFFERENT TYPES OF CUSTOMERS

	POTENTIAL	NEW	IMPULSIVE	DISCOUNT	LOYAL	TOTAL
BUSINESS	4	3	1	0	1	9
PUBLIC	1	1	1	0	0	3
GOVERNMENT	1	5	4	3	2	15
PRIVATE	5	8	1	8	7	29
PROFESSIONAL	2	5	1	0	5	13
STUDENT	2	12	5	3	7	29
OTHERS	0	1	0	1	0	2
TOTAL	15	35	13	15	22	100
ECPECTED FREQUENCY CALCULATION	1.35	3.15	1.17	1.35	1.98	
	0.45	1.05	0.39	0.45	0.66	
	2.25	5.25	1.95	2.25	3.3	
	4.35	10.15	3.77	4.35	6.38	
	1.95	4.55	1.69	1.95	2.86	
	4.35	10.15	3.77	4.35	6.38	
	0.3	0.7	0.26	0.3	0.44	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**	
	4	1.35	2.65	7.0225	5.201851852	
	1	0.45	0.55	0.3025	0.672222222	
	1	2.25	-1.25	1.5625	0.694444444	
	5	4.35	0.65	0.4225	0.097126437	
	2	1.95	0.05	0.0025	0.001282051	
	2	4.35	-2.35	5.5225	1.26954023	
	0	0.3	-0.3	0.09	0.3	
	3	3.15	-0.15	0.0225	0.007142857	
	1	1.05	-0.05	0.0025	0.002380952	
	5	5.25	-0.25	0.0625	0.011904762	
	8	10.15	-2.15	4.6225	0.455418719	
	5	4.55	0.45	0.2025	0.044505495	
	12	10.15	1.85	3.4225	0.337192118	
	1	0.7	0.3	0.09	0.128571429	
	1	1.17	-0.17	0.0289	0.024700855	

	1	0.39	0.61	0.3721	0.954102564	
	4	1.95	2.05	4.2025	2.155128205	
	1	3.77	-2.77	7.6729	2.035251989	
	1	1.69	-0.69	0.4761	0.281715976	
	5	3.77	1.23	1.5129	0.401299735	
	0	0.26	-0.26	0.0676	0.26	
	0	1.35	-1.35	1.8225	1.35	
	0	0.45	-0.45	0.2025	0.45	
	3	2.25	0.75	0.5625	0.25	
	8	4.35	3.65	13.3225	3.062643678	
	0	1.95	-1.95	3.8025	1.95	
	3	4.35	-1.35	1.8225	0.418965517	
	1	0.3	0.7	0.49	1.633333333	
	1	1.98	-0.98	0.9604	0.485050505	
	0	0.66	-0.66	0.4356	0.66	
	2	3.3	-1.3	1.69	0.512121212	
	7	6.38	0.62	0.3844	0.060250784	
	5	2.86	2.14	4.5796	1.601258741	
	7	6.38	0.62	0.3844	0.060250784	
	0	0.44	-0.44	0.1936	0.44	
					28.26965745	
DEGREE OF FREEDOM	**24**					
LEVEL OF SIGNIFICANCE	**0.05**					
TABLE VALUE	**36.415**					

As the calculated value is less than the table value, we accept the Ho2. Therefore, the occupation status and the consumer type are independent. There is no relation between the occupation status and the type of consumers.

4.20 OCCUPATION STATUS AND ASPECTS TAKEN INTO CONSIDERATION WHILE MAKING PURCHASE DECISION

	AFFORDABILITY	QUALITY	BRAND IMAGE	DISCOUNT	ADVERTISEMENT	OTHERS	TOTAL
BUSINESS	3	2	1	1	1	1	9
PUBLIC	1	1	0	1	0	0	3
GOVERNMENT	3	4	2	3	2	1	15
PRIVATE	7	9	5	3	2	3	29
PROFESSIONAL	2	1	5	4	1	0	13
STUDENT	4	10	5	4	3	3	29
OTHER	0	1	0	0	0	1	2
TOTAL	20	28	18	16	9	9	100
EXPECTED VALUE CALCULATION	1.8	2.52	1.62	0.81	0.81	0.81	
	0.6	0.84	0.54	0.48	0.27	0.27	
	3	4.2	2.7	2.4	1.35	1.35	
	5.8	8.12	5.22	4.64	2.61	2.61	
	2.6	3.64	2.34	2.08	1.17	1.17	
	5.8	8.12	5.22	4.64	2.61	2.61	
	0.4	0.56	0.36	0.32	0.18	0.18	
	O	E	O-E	(O-E)2	(O-E)2/E		
	3	1.8	1.2	1.44	0.8		
	1	0.6	0.4	0.16	0.266666667		
	3	3	0	0	0		
	7	5.8	1.2	1.44	0.248275862		
	2	2.6	-0.6	0.36	0.138461538		
	4	5.8	-1.8	3.24	0.55862069		
	0	0.4	-0.4	0.16	0.4		
	2	2.52	-0.52	0.2704	0.107301587		
	1	0.84	0.16	0.0256	0.03047619		
	4	4.2	-0.2	0.04	0.00952381		
	9	8.12	0.88	0.7744	0.095369458		
	1	3.64	-2.64	6.9696	1.914725275		
	10	8.12	1.88	3.5344	0.435270936		
	1	0.56	0.44	0.1936	0.345714286		
	1	1.62	-0.62	0.3844	0.237283951		
	0	0.54	-0.54	0.2916	0.54		
	2	2.7	-0.7	0.49	0.181481481		
	5	5.22	-0.22	0.0484	0.009272031		

	5	2.34	2.66	7.0756	3.023760684		
	5	5.22	-0.22	0.0484	0.009272031		
	0	0.36	-0.36	0.1296	0.36		
	1	0.81	0.19	0.0361	0.044567901		
	1	0.48	0.52	0.2704	0.563333333		
	3	2.4	0.6	0.36	0.15		
	3	4.64	-1.64	2.6896	0.579655172		
	4	2.08	1.92	3.6864	1.772307692		
	4	4.64	-0.64	0.4096	0.088275862		
	0	0.32	-0.32	0.1024	0.32		
	1	0.81	0.19	0.0361	0.044567901		
	0	0.27	-0.27	0.0729	0.27		
	2	1.35	0.65	0.4225	0.312962963		
	2	2.61	-0.61	0.3721	0.14256705		
	1	1.17	-0.17	0.0289	0.024700855		
	3	2.61	0.39	0.1521	0.058275862		
	0	0.18	-0.18	0.0324	0.18		
	1	0.81	0.19	0.0361	0.044567901		
	0	0.27	-0.27	0.0729	0.27		
	1	1.35	-0.35	0.1225	0.090740741		
	3	2.61	0.39	0.1521	0.058275862		
	0	1.17	-1.17	1.3689	1.17		
	3	2.61	0.39	0.1521	0.058275862		
	1	0.18	0.82	0.6724	3.735555556		
					19.69010699		
DEGREE OF FREEDOM	**30**						
LEVEL OF SIGNIFICANCE	**0.05**						
TABLE VALUE	**43.773**						

As the calculated value is less than the table value, we accept the Ho2. Therefore, the occupation status and the aspects considered by the consumers while making purchase decision are independent. There is no relation between the occupation status and factors taken into consideration by the consumers while making a purchase decision.

4.21 OCCUPATION STATUS AND BRANDS CHOSEN BY THE CONSUMERS

	NYKAA	BODY SHOP	PRUPLE	LUSH	OTHERS	TOTAL
BUSINESS	5	1	0	0	3	9
PUBLIC	0	1	0	0	1	2
GOVERNMENT	10	1	1	1	2	15
PRIVATE	23	4	1	0	1	29
PROFESSIONAL	9	2	0	0	2	13
STUDENT	24	2	1	0	3	30
OTHERS	2	0	0	0	0	2
TOTAL	73	11	3	1	12	100
EXPECTED VALUE CALCULATION	6.57	0.99	0.27	0.09	1.08	
	1.46	0.22	0.06	0.02	0.24	
	10.95	1.65	0.45	0.15	1.8	
	21.17	3.19	0.87	0.29	3.48	
	9.49	1.43	0.39	0.13	1.56	
	21.9	3.3	0.9	0.3	3.6	
	1.46	0.22	0.06	0.02	0.24	
	O	E	O-E	(O-E)2	(O-E)2/E	
	5	6.57	-1.57	2.4649	0.375175038	
	0	1.46	-1.46	2.1316	1.46	
	10	10.95	-0.95	0.9025	0.082420091	
	23	21.17	1.83	3.3489	0.158190836	
	9	9.49	-0.49	0.2401	0.025300316	
	24	21.9	2.1	4.41	0.201369863	
	2	1.46	0.54	0.2916	0.199726027	
	1	0.99	0.01	0.0001	0.00010101	
	1	0.22	0.78	0.6084	2.765454545	
	1	1.65	-0.65	0.4225	0.256060606	
	4	3.19	0.81	0.6561	0.205673981	
	2	1.43	0.57	0.3249	0.227202797	
	2	3.3	-1.3	1.69	0.512121212	
	0	0.22	-0.22	0.0484	0.22	
	0	0.27	-0.27	0.0729	0.27	
	0	0.06	-0.06	0.0036	0.06	
	1	0.45	0.55	0.3025	0.672222222	
	1	0.87	0.13	0.0169	0.019425287	

0	0.39	-0.39	0.1521	0.39	
1	0.9	0.1	0.01	0.011111111	
0	0.06	-0.09	0.0081	0.135	
0	0.09	-0.09	0.0081	0.09	
0	0.02	-0.02	0.0004	0.02	
1	0.15	0.85	0.7225	4.816666667	
0	0.29	-0.29	0.0841	0.29	
0	0.13	-0.13	0.0169	0.13	
0	0.3	-0.3	0.09	0.3	
0	0.02	-0.02	0.0004	0.02	
3	1.08	1.92	3.6864	3.413333333	
1	0.24	0.76	0.5776	2.406666667	
2	1.8	0.2	0.04	0.022222222	
1	3.48	-2.48	6.1504	1.767356322	
2	1.56	0.44	0.1936	0.124102564	
3	3.6	-0.6	0.36	0.1	
0	0.24	-0.24	0.0576	0.24	
				21.98690272	
DEGREE OF FREEDOM	*24*				
LEVEL OF SIGNIFICANCE	*0.05*				
TABLE VALUE	*36.415*				

As the calculated value is less than the table value, we accept the Ho2. Therefore, the occupation status and the brands opted by the consumers are independent. There is no relation between the occupation status and brands chosen by the consumers while making online purchase.

4.22 OCCUPATION AND ONLINE PURCHASE

	YES	NO	TOTAL		
BUSINESS	7	2	9		
PUBLIC	1	2	3		
GOVERNMENT	13	2	15		
PRIVATE	26	3	29		
PROFESSIONAL	11	2	13		
STUDENT	24	5	29		
OTHERS	1	1	2		
TOTAL	83	17	100		

EXPECTED VALUE CALCULATION	7.47	1.53			
	2.49	0.51			
	12.45	2.55			
	24.07	4.93			
	10.79	2.21			
	24.07	4.93			
	1.66	0.34			
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**
	7	7.47	-0.47	0.2209	0.02957162
	1	2.49	-1.49	2.2201	0.891606426
	13	12.45	0.55	0.3025	0.024297189
	26	24.07	1.93	3.7249	0.154752804
	11	10.79	0.21	0.0441	0.004087118
	24	24.07	-0.07	0.0049	0.000203573
	1	1.66	-0.66	0.4356	0.262409639
	2	1.53	0.47	0.2209	0.144379085
	2	0.51	1.49	2.2201	4.353137255
	2	2.55	-0.55	0.3025	0.118627451
	3	4.93	-1.93	3.7249	0.755557809
	2	2.21	-0.21	0.0441	0.019954751
	5	4.93	0.07	0.0049	0.000993915
	1	0.34	0.66	0.4356	1.281176471
					8.040755104
DEGREE OF FREEDOM	*6*				
LEVEL OF SIGNIFICANCE	*0.05*				
TABLE VALUE	*12.592*				

As the calculated value is less than the table value, we accept the Ho2. Therefore, the occupation status and the preference for online purchase of products are independent. There is no relation between the occupation status and online purchase of products by the consumers.

Ho3: There is no relationship between the age group and online buying behavior of consumers.

4.23 AGE AND THE ASPECTS CONSIDERED WHILE MAKING PURCHASE DESCISION

	QUALITY	AFFORDABILITY	BRAND IMAGE	ADVERTISE MENT	DISCOUNT	OTHERS	TOTAL
BELOW 20	1	1	1	0	1	0	4
20-30	12	11	7	1	5	1	37
31-40	6	6	5	5	5	1	28
41-50	4	4	5	4	4	0	21
ABOVE 50	2	2	2	2	2	0	10
TOTAL	25	24	20	12	17	2	100
EXPECTED VALUE CALCULATION	1	0.96	0.8	0.48	0.68	0.08	
	9.25	8.88	7.4	4.44	6.29	0.74	
	7	6.72	5.6	3.36	4.76	0.56	
	5.25	5.04	4.2	2.52	3.57	0.42	
	2.5	2.4	2	1.2	1.7	0.2	
	O	E	O-E	(O-E)2	(O-E)2/E		
	1	1	0	0	0		
	12	9.25	2.75	7.5625	0.817567568		
	6	7	-1	1	0.142857143		
	4	5.25	-1.25	1.5625	0.297619048		
	2	2.5	-0.5	0.25	0.1		
	1	0.96	0.04	0.0016	0.001666667		
	11	8.88	2.12	4.4944	0.506126126		
	6	6.72	-0.72	0.5184	0.077142857		
	4	5.04	-1.04	1.0816	0.214603175		
	2	2.4	-0.4	0.16	0.066666667		
	1	0.8	0.2	0.04	0.05		
	7	7.4	-0.4	0.16	0.021621622		
	5	5.6	-0.6	0.36	0.064285714		
	5	4.2	0.8	0.64	0.152380952		
	2	2	0	0	0		
	0	0.48	-0.48	0.2304	0.48		
	1	4.44	-3.44	11.8336	2.665225225		
	5	3.36	1.64	2.6896	0.80047619		
	4	2.52	1.48	2.1904	0.869206349		
	2	1.2	0.8	0.64	0.533333333		

	1	0.68	0.32	0.1024	0.150588235		
	5	6.29	-1.29	1.6641	0.264562798		
	5	4.76	0.24	0.0576	0.01210084		
	4	3.57	0.43	0.1849	0.051792717		
	2	1.7	0.3	0.09	0.052941176		
	0	0.08	-0.08	0.0064	0.08		
	1	0.74	0.26	0.0676	0.091351351		
	1	0.56	0.44	0.1936	0.345714286		
	0	0.42	-0.42	0.1764	0.42		
	0	0.2	-0.2	0.04	0.2		
					9.52983004		
DEGREE OF FREEOM	**20**						
LEVEL OF SIGNIFICANCE	**0.05**						
TABLE VALUE	**31.41**						

As the calculated value is less than the table value, we accept the Ho3. Therefore, the age and the aspects considered while making purchase decision are independent. There is no relation between the age level and the consideration of aspects while making purchase decision by the consumers.

4.24 AGE AND DIFFERENT TYPE OF CUSTOMERS

	POTENTIAL	NEW	IMPULSIVE	DISCOUNT	LOYAL	TOTAL
BELOW 20	0	3	1	0	0	4
20-30	6	17	5	6	9	43
31-40	3	4	1	3	9	20
41-50	4	6	2	4	2	18
ABOVE 50	3	5	3	2	2	15
TOTAL	16	35	12	15	22	100
EXPECTED VALUE CALCULATION	0.64	1.4	0.48	0.6	0.88	
	6.88	15.05	5.16	6.45	9.46	
	3.2	7	2.4	3	4.4	
	2.88	6.3	2.16	2.7	3.96	
	2.4	5.25	1.8	2.25	3.3	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**	
	0	0.64	-0.64	0.4096	0.64	
	6	6.88	-0.88	0.7744	0.11255814	
	3	3.2	-0.2	0.04	0.0125	
	4	2.88	1.12	1.2544	0.435555556	
	3	2.4	0.6	0.36	0.15	
	3	1.4	1.6	2.56	1.828571429	
	17	15.05	1.95	3.8025	0.252657807	
	4	7	-3	9	1.285714286	
	6	6.3	-0.3	0.09	0.014285714	
	5	5.25	-0.25	0.0625	0.011904762	
	1	0.48	0.52	0.2704	0.563333333	
	5	5.16	-0.16	0.0256	0.00496124	
	1	2.4	-1.4	1.96	0.816666667	
	2	2.16	-0.16	0.0256	0.011851852	
	3	1.8	1.2	1.44	0.8	
	0	0.6	-0.6	0.36	0.6	
	6	6.45	-0.45	0.2025	0.031395349	
	3	3	0	0	0	
	4	2.7	1.3	1.69	0.625925926	
	2	2.25	-0.25	0.0625	0.027777778	
	0	0.88	-0.88	0.7744	0.88	
	9	9.46	-0.46	0.2116	0.022367865	
	9	4.4	4.6	21.16	4.809090909	

	2	3.96	-1.96	3.8416	0.97010101	
	2	3.3	-1.3	1.69	0.512121212	
					15.41934083	
DEGREE OF FREEDOM	*16*					
LEVEL OF SIGNIFICANCE	*0.05*					
TABLE VALUE	*26.296*					

As the calculated value is less than the table value, we accept the Ho3. Therefore, the age and the type of customers independent. There is no relation between the age level and the consumer type.

4.25 AGE AND ONLINE PLATFORMS PREFERRED

	NYKAA	BODY SHOP	PURPLE	LUSH	OTHERS	TOTAL
BELOW 20	2	1	0	1	0	4
20-30	33	5	1	0	4	43
31-40	13	3	0	0	4	20
41-50	15	0	1	0	2	18
ABOVE 50	10	2	1	0	2	15
TOTAL	73	11	3	1	12	100
EXPECTED VALUE CALCULATION	2.92	0.44	0.12	0.04	0.48	
	31.39	4.73	1.29	0.43	5.16	
	14.6	2.2	0.6	0.2	2.4	
	13.14	1.98	0.54	0.18	2.16	
	10.95	1.65	0.45	0.15	1.8	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**	
	2	2.92	-0.92	0.8464	0.289863014	
	33	31.39	1.61	2.5921	0.175342466	
	13	14.6	-1.6	2.56	0.175342466	
	15	13.14	1.86	3.4596	0.263287671	
	10	10.95	-0.95	0.9025	0.082420091	

	1	0.44	0.56	0.3136	0.712727273	
	5	4.73	0.27	0.0729	0.015412262	
	3	2.2	0.8	0.64	0.290909091	
	0	1.98	-1.98	3.9204	1.98	
	2	1.65	0.35	0.1225	0.074242424	
	0	0.12	-0.12	0.0144	0.12	
	1	1.29	-0.29	0.0841	0.065193798	
	0	0.6	-0.6	0.36	0.6	
	1	0.54	0.46	0.2116	0.391851852	
	1	0.45	0.55	0.3025	0.672222222	
	1	0.04	0.96	0.9216	23.04	
	0	0.43	-0.43	0.1849	0.43	
	0	0.2	-0.2	0.04	0.2	
	0	0.18	-0.18	0.0324	0.18	
	0	0.15	-0.15	0.0225	0.15	
	0	0.48	-0.48	0.2304	0.48	
	4	5.16	-1.16	1.3456	0.260775194	
	4	2.4	1.6	2.56	1.066666667	
	2	2.16	-0.16	0.0256	0.011851852	
	2	1.8	0.2	0.04	0.022222222	
					31.75033056	
DEGREE OF FREEDOM	16					
LEVEL OF SIGNIFICANCE	0.05					
TABLE VALUE	26.296					

As the calculated value is more than the table value, we reject the Ho3. Therefore, the age and the type of platforms preferred are dependent. There is relation between the age level and the online platforms opted by the consumers while making online purchase.

4.26 AGE AND ONLINE PURCHASE OF BEAUTY PRODUCTS

	YES	NO	TOTAL		
BELOW 20	4	1	5		
20-30	32	10	42		
31-40	19	2	21		
41-50	15	3	18		
ABOVE 50	12	2	14		
TOTAL	82	18	100		
EXPECTED VALUE CALCULATION	4.1	0.9			
	34.44	7.56			
	17.22	3.78			
	14.76	3.24			
	11.48	2.52			
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**
	4	4.1	-0.1	0.01	0.002439024
	32	34.33	-2.33	5.4289	0.158138654
	19	17.22	1.78	3.1684	0.183995354
	15	14.76	0.24	0.0576	0.003902439
	12	11.48	0.52	0.2704	0.023554007
	1	0.9	0.1	0.01	0.011111111
	10	7.56	2.44	5.9536	0.787513228
	2	3.78	-1.78	3.1684	0.838201058
	3	3.24	-0.24	0.0576	0.017777778
	2	2.52	-0.52	0.2704	0.107301587
					2.133934241
DEGREE OF FREEDOM	***4***				
LEVEL OF SIGNIFICANCE	***0.05***				
TABLE VALUE	***0.488***				

As the calculated value is more than the table value, we reject the Ho3. Therefore, the age and the preference of online purchase of beauty products are dependent. There is relation between the age level and the preference of online purchase of beauty products.

Ho4: There is no relationship between the gender and online buying behavior of consumers.

4.27 GENDER AND PURCHASE OF BEAUTY PRODUCTS ONLINE

	YES	NO	TOTAL		
MALE	7	5	12		
FEMALE	76	12	88		
TOTAL	83	17	100		
EXPECTED VALUE CALCULATION	9.96	2.04			
	73.04	14.96			
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**
	7	9.96	-2.96	8.7616	0.879678715
	76	73.04	2.96	8.7616	0.119956188
	5	2.04	2.96	8.7616	4.294901961
	12	14.96	-2.96	8.7616	0.585668449
					5.880205313
DEGREE OF FREEDOM	***1***				
LEVEL OF SIGNIFICANCE	***0.05***				
TABLE VALUE	***3.841***				

As the calculated value is more than the table value, we reject the Ho4. Therefore, the gender and the preference of online purchase of beauty products are dependent. There is relation between the gender and the preference of online purchase of beauty products.

4.28 GENDER AND DIFFERENT ONLINE PLATFORMS

	NYKAA	BODY SHOP	PURPLE	LUSH	OTHERS	TOTAL
MALE	5	2	1	0	4	12
FEMALE	68	9	2	1	8	88
TOTAL	73	11	3	1	12	100
EXPECTED VALUE CALCULATION	8.76	1.32	0.36	0.12	1.44	
	64.24	9.68	2.64	0.88	10.56	
	O	**E**	**O-E**	**(O-E)2**	**(O-E)2/E**	
	5	8.76	-3.76	14.1376	1.613881279	
	68	64.24	3.76	14.1376	0.22007472	
	2	1.32	0.68	0.4624	0.35030303	
	9	9.68	-0.68	0.4624	0.047768595	
	1	0.36	0.64	0.4096	1.137777778	
	2	2.64	-0.64	0.4096	0.155151515	
	0	0.12	-0.12	0.0144	0.12	
	1	0.88	0.12	0.0144	0.016363636	
	4	1.44	2.56	6.5536	4.551111111	
	8	10.56	-2.56	6.5536	0.620606061	
DEGREE OF FREEDOM	***4***				8.833037725	
LEVEL OF SIGNIFICANCE	***0.05***					
TABLE VALUE	***0.488***					

As the calculated value is more than the table value, we reject the Ho4. Therefore, the gender and the preference of the type of online platforms for purchase are dependent. There is relation between the gender and the preference of various online platforms for the purchase by the consumers.

4.29 GENDER AND ASPECTS CONSIDERED WHILE MAKING PURCHASE DECISION

	QUALITY	AFFORD ABILITY	BRAND IMAGE	ADVERTIS EMENT	DISCOUNT	WIDE RANGE	TOTAL
MALE	5	2	1	3	5	4	12
FEMALE	23	18	17	6	11	5	88
TOTAL	28	20	18	9	16	9	100
EXPECTED VALUE CALCULATION	3.36	2.4	2.16	1.08	1.92	1.08	
	24.64	17.6	15.84	7.92	14.08	7.92	
	O	E	O-E	(O-E)2	(O-E)2/E		
	5	3.36	1.64	2.6896	0.80047619		
	23	24.64	-1.64	2.6896	0.109155844		
	2	2.4	-0.4	0.16	0.066666667		
	18	17.6	0.4	0.16	0.009090909		
	1	2.16	-1.16	1.3456	0.622962963		
	17	15.84	1.16	1.3456	0.084949495		
	3	1.08	1.92	3.6864	3.413333333		
	6	7.92	-1.92	3.6864	0.465454545		
	5	1.92	3.08	9.4864	4.940833333		
	11	14.08	-3.08	9.4864	0.67375		
	4	1.08	2.92	8.5264	7.894814815		
	5	7.92	-2.92	8.5264	1.076565657		
					20.15805375		
DEGREE OF FREEDOM	**5**						
LEVEL OF SIGNIFICANCE	*0.05*						
TABLE VALUE	*11.07*						

As the calculated value is more than the table value, we reject the Ho4. Therefore, the gender and the various aspects considered by the consumers while making online purchase are dependent. There is relation between the gender and the consideration of aspects while making online purchase decision.

4.30 GENDER AND TYPE OF CUSTOMERS

	POTENTIAL	NEW	IMPULSIVE	DISCOUNT	LOYAL	TOTAL
MALE	2	5	4	0	2	13
FEMALE	13	30	8	15	21	87
TOTAL	15	35	12	15	23	100
EXPECTED VALUE CALCULATION	1.95	4.55	1.56	1.95	2.99	
	13.05	30.45	10.44	13.05	20.01	
	O	E	O-E	(O-E)2	(O-E)2/E	
	2	1.95	0.05	0.0025	0.001282051	
	13	13.05	-0.05	0.0025	0.000191571	
	5	4.55	0.45	0.2025	0.044505495	
	30	30.45	-0.45	0.2025	0.006650246	
	4	1.56	2.44	5.9536	3.816410256	
	8	10.44	-2.44	5.9536	0.570268199	
	0	1.95	-1.95	3.8025	1.95	
	15	13.05	1.95	3.8025	0.29137931	
	2	2.99	-0.99	0.9801	0.327792642	
	21	20.01	0.99	0.9801	0.04898051	
					7.057460281	
DEGREE OF FREEDOM	*5*					
LEVEL OF SIGNIFICANCE	*0.05*					
TABLE VALUE	*11.07*					

As the calculated value is less than the table value, we accept the Ho4. Therefore, the gender and the customer type are independent. There is no relation between the gender and the type of customers.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

The project entitled "A STUDY ON FACTORS AFFECTING THE CONSUMER BUYING BEHAVIOUR OF NYKAA". The main objectives of this study are to analyse the online consumer buying behaviour, to identify the level of consumer preference of different age, income, gender and occupation, to identify the factors influencing the consumer buying behaviour and to analyse the satisfaction level of consumers of nykaa. The project was successfully completed through five chapters. First chapter is introduction which gives a brief idea on the objectives, scope, limitation of the study followed by review of literature related to the consumer buying behaviour, third chapter is theoretical framework which gives an insight into the goals, vision, mission, importance and detailed description related to the topic.

The data for the study were collected from 100 respondents, which were later duly tabulated, analysed and interpreted by using various statistical tools which are included in the fourth chapter analysis and interpretation. Summary, findings, suggestions and conclusion are included in the fifth chapter.

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.

RESEARCH QUESTIONS

1. What is the buying behavior of online consumers?
2. What is the level of preference for different age, income, gender and occupation status?
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.
3. Ho3: There is no relationship between the age group and online buying behavior of consumers.
4. Ho4: There is no relationship between the gender and online buying behavior of consumers.

5.2 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.

➢ It is clear from the study that majority of the respondents are having monthly income below 20000.

1. To analyse the online consumer buying behaviour.

➢ The study reveals that, out of 100 respondents 83 respondents prefer online purchase and 17 respondents prefer offline purchase. Therefore, a greater number of respondents prefer online purchase of beauty products.

➢ It is clear from the study that, out of 100 respondents a greater number of respondents prefer Nykaa as an online platform to purchase products.

➢ The study reveals that, out of 100 respondent's majority of the respondents would rather prefer retail shopping when asked about the reason for not choosing online purchase.

➢ The study reveals that, out of 100 respondent's majority of the respondents are new customers and minority of the respondents are impulsive respondents.

➢ The study reveals that majority of the respondents are satisfied with the availability of brand compared to affordability, personalised customer service, delivery system, quality, packaging, discount, celebrity endorsement, social media/its influencers and brand name.

➢ The study reveals that, while making a purchase decision majority of the respondents prefer quality over affordability, brand image, advertisement, discounts and others.

➢ The study reveals that, majority of the respondents prefers quality as a unique feature of Nykaa over genuine products, discount and wide range of products.

➢ It is clear from the study that majority of the respondents prefers 4 out 5 on customer queries and complaints.

➢ The study reveals that, majority of the respondents do not face any problem with Nykaa such as not delivered on time, arrival of damaged product, poor quality goods and services and issues regarding return and refund.

➢ The study reveals that, majority of the respondents show willingness to suggest Nykaa to others over Bodyshop, Luah, Purple and others.

2. To identify the level of consumer preference of different age, income, gender and occupation.

Ho1: There is no relationship between the income level and online buying behavior of consumers.

➢ The study reveals that, Ho1 (there is no relationship between income level and online buying behaviour of customers) is **rejected** because calculated value is more than table value. Therefore, the type of **customer type** is dependent on the income level of consumers.

➢ The study reveals that, Ho1 (there is no relationship between income level and online buying behaviour of customers) is **accepted** because calculated value is less than table value. Therefore, the **aspects while making purchase decision** and the income level of consumers are independent. There is no relationship between the income level and purchase decision of consumers.

➢ The study reveals that, Ho1 (there is no relationship between income level and online buying behaviour of customers) is **rejected** because calculated value is more than table value. Therefore, the **choice of online platform** is dependent on the income level of customers. There is relation between the income level and online platforms chosen by the consumers for purchase of beauty products.

➢ There is relation between the income level and the **online purchase of products** by the consumers. As the calculated value is more than the table value, we **reject** the Ho1. Therefore, the online purchase of product is dependent on the income level of consumers. Any change in the income level will effect the online purchase of products.

Ho2: There is no relationship between the occupation status and online buying behavior of consumers.

➢ The study reveals that, Ho2 (There is no relation between occupation status and online buying behaviour of consumers) is **accepted** as calculated value is less than table value. Therefore, the occupation status and the **consumer type** are independent. There is no relation between the occupation status and type of consumers.

➢ The study reveals that, Ho2 (There is no relation between occupation status and online buying behaviour of consumers) is **accepted** as calculated value is less than table value. Therefore, the occupation status and the **aspects considered by the consumers while making purchase decision** are independent. There is no relation between the occupation status and factors taken into consideration by the consumers while making a purchase decision.

➢ The study reveals that, Ho2 (There is no relation between occupation status and online buying behaviour of consumers) is **accepted** as calculated value is less than table value. Therefore, the occupation status and the **brands opted** by the

consumers are independent. There is no relation between the occupation status and brands chosen by the consumers while making online purchase.

➢ There is no relation between the occupation status and online purchase of products by the consumers. As the calculated value is less than the table value, we **accept** the Ho2. Therefore, the occupation status and the **preference for online purchase** of products are independent.

Ho3: There is no relationship between the age group and online buying behavior of consumers.

➢ As the calculated value is less than the table value, we **accept the Ho3**. Therefore, the age and the **aspects considered while making purchase decision are independent**. There is no relation between the age level and the consideration of aspects while making purchase decision by the consumers.

➢ As the calculated value is less than the table value, we **accept the Ho3**. Therefore, the age and the **type of customers** independent. There is no relation between the age level and the consumer type.

➢ As the calculated value is more than the table value, **we reject the Ho3**. Therefore, the age and the **type of platforms preferred** are dependent. There is relation between the age level and the online platforms opted by the consumers while making online purchase.

➢ As the calculated value is more than the table value, we **reject the Ho3**. Therefore, the age and the **preference of online purchase** of beauty products are dependent. There is relation between the age level and the preference of online purchase of beauty products.

Ho4: There is no relationship between the gender and online buying behavior of consumers.

➢ The study reveals, Ho4 (There is no relationship between the gender and online buying behavior of consumers) is **rejected** because the calculated value is more than table value. Therefore, the gender and the preference of online purchase of

beauty products are dependent. There is relation between the gender and the **preference of online purchase** of beauty products.

➢ The study reveals, Ho4 (There is no relationship between the gender and online buying behavior of consumers) is **rejected** because the calculated value is more than table value. Therefore, the gender and the preference of the type of online platforms for purchase are dependent. There is relation between the gender and the **preference of various online platforms** for the purchase by the consumers.

➢ The study reveals, Ho4 (There is no relationship between the gender and online buying behavior of consumers) is **rejected** because the calculated value is more than table value. Therefore, the gender and the various aspects considered by the consumers while making online purchase are dependent. There is relation between the gender and the **consideration of aspects while making online purchase decision**.

➢ The study reveals, Ho4 (There is no relationship between the gender and online buying behavior of consumers) is **accepted** because the calculated value is less than table value. Therefore, the gender and the **customer type** are independent. There is no relation between the gender and the type of customers.

3. To identify the factors influencing the consumer buying behaviour.

➢ The study reveals that the level of income of customers effect the customer type/status, the online purchasing behaviour and the online platform preferred by the customers.

➢ The study reveals that the occupation of customers has no effect on the customer type/status, the aspects considered while making purchase decision, the online purchasing behaviour and the online platform preferred by the customers.

➢ The study reveals that the age of customers effects the online purchasing behaviour and the online platform preferred by the customers.

➢ The study reveals that the gender of customers effects the aspects considered while making purchase decision, the online purchasing behaviour and the online platform preferred by the customers.

➢ The study reveals that majority of the respondents are satisfied with the availability of brand compared to affordability, personalised customer service,

delivery system, quality, packaging, discount, celebrity endorsement, social media/its influencers and brand name.

➢ The study reveals that, while making a purchase decision majority of the respondents prefer quality over affordability, brand image, advertisement, discounts and others.

➢ The study reveals that, majority of the respondents prefers quality as a unique feature of Nykaa over genuine products, discount and wide range of products.

4. *To analyse the satisfaction level of the consumers of Nykaa.*

➢ The study reveals that majority of the respondents are satisfied with the availability of brand compared to affordability, personalised customer service, delivery system, quality, packaging, discount, celebrity endorsement, social media/its influencers and brand name.

➢ It is clear from the study that majority of the respondents prefers 4 out 5 on customer queries and complaints.

➢ The study reveals that, majority of the respondents do not face any problem with Nykaa such as not delivered on time, arrival of damaged product, poor quality goods and services and issues regarding return and refund.

➢ The study reveals that, majority of the respondents show willingness to suggest Nykaa to others over Bodyshop, Lush, Purple and others.

5.3 <u>SUGGESTIONS</u>

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.

- The business can offer coupons to its new and prospective consumers in order to encourage them to make huge purchases.

- From the study it is clear that most of the people prefer online mode of purchase as it is more convenient and simpler but still people do have fear on financial security. Therefore, other online mode of payments like cash on delivery should be encouraged.

- Most of the people still have a bad perception on using cosmetic products. An established brand like Nykaa should make efforts to change the mind set of people by making them aware of its use.

- It is important to make considerable effort to educate the public on the advantages of using cosmetics. They should be aware that using some of the cosmetic products on daily basis act as a coverage to protect the skin from environment pollution etc.

5.4 <u>CONCLUSION</u>

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. They can narrow the market gap and highlight the items that are required and the products that are no longer in use by studying how consumers choose a product. 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.

This paper discussed the ways in which e-commerce platforms have altered, how consumers choose to shop online compared to offline as well as the elements influencing how consumers decide to use the ecommerce website Nykaa for their purchases of cosmetics and other beauty products. The research was effectively completed in accordance with the stated goals and hypotheses. It is concluded that the study's listed factors have a positive impact on consumers' purchasing decisions.

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WEBSITES

- www.nykaa.com
- www.economictimes.com

APPENDIX

QUESTIONNAIRE

Dear sir/Madam,

I am Arathy B currently pursuing Master of Commerce and Management at St. Teresas college, Ernakulam. As a part of my project on the topic" A study on factors affecting consumer buying behaviour of Nykaa" I request you to spare your time for filing the questionnaire. I assure you that the information provided shall be kept confidential and will be strictly used only for academic purpose.

1. Name

2. Gender
   - Male
   - Female
   - Other

3. Occupation
   - Business
   - Public
   - Government
   - Private
   - Professional
   - Student
   - Other

4. Age
   - Below 20
   - 20-30
   - 31-40
   - 41-50
   - Above 50

5. Monthly Income
   - Less than 20000
   - 20000-40000
   - 41000-60000
   - 61000-80000
   - More than 80000

6. Have you purchased beauty products online?
   - Yes
   - No

7. If yes, what are the online platforms you choose to purchase your beauty products?
   - Nykaa
   - The body shop
   - Purple
   - Lush
   - Others

8. If no, what is the reason
   - Never had the need to buy
   - Not interested in beauty products
   - Would rather prefer retail shopping

9. Rate the level of satisfaction while you make your purchase

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
The availability of brands					
Affordability					
Personalized customer service					
Quality					
Delivery system					
Packaging					
Discounts/offers/ gifts					
Celebrity endorsement					
Social media/its influencers					

10. What type of customer are you to Nykaa
    - Potential customer
    - New customer
    - Impulsive customer
    - Discount customer
    - Loyal customer

11. While making purchase decision, which all aspects do you take into consideration?
    - Quality
    - Affordability
    - Brand image
    - Advertisement
    - Discounts/offers
    - Others

12. From your perspective, what makes Nykaa unique from its competitors?
    - Price
    - Quality
    - Genuine products
    - Discounts & offers
    - Wide range of products

13. How do you rate Nykaa response to customer queries and complaints?
    - Excellent
    - Good
    - Not bad
    - Poor

14. Problems faced by shopping from Nykaa website
    - Not delivered on time
    - Arrival of damaged products
    - Poor quality products & services
    - Return & refund
    - None of these

15. For any reason if you have to purchase beauty products which brand would you choose?
    - Nykaa
    - The Bodyshop
    - Purple
    - Lush
    - Others

16. Would you like to suggest Nykaa to others?
    - Yes
    - No
    - Maybe

17. Suggestions if any?