

# A Study on Factors Influencing Consumer Buying Behaviour of Nykaa

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## Abstract

This study explores the key factors influencing consumer buying behavior on Nykaa, a leading Indian e-commerce platform specializing in beauty and personal care products. With the rapid growth of digital retail, understanding consumer preferences has become vital for e-commerce success. The research aims to analyze the impact of factors such as delivery speed, convenience, pricing strategies, promotional offers, and product availability on consumer purchase decisions.

A structured questionnaire was used to collect primary data from 100 respondents familiar with Nykaa's platform. The study adopted a descriptive research design and employed quantitative analysis methods, including percentage-based interpretation and graphical representation of data using tools like MS Excel and SPSS.

Findings reveal that fast delivery, attractive discounts, and ease of shopping are major motivators for consumers. However, high delivery charges and occasional product unavailability pose challenges. The majority of respondents were young, digitally active, and highly influenced by offers and influencer marketing. Based on the insights, the study recommends strategies for enhancing customer experience, including improving logistics, expanding product range, and maintaining competitive pricing.

The research contributes to a deeper understanding of consumer behavior in the Indian beauty e-commerce segment and offers practical recommendations for platforms like Nykaa to enhance user engagement and retention.

## Introduction

E-commerce has transformed the way consumers shop, offering convenience, wider product variety, and access to international brands. Nykaa, launched in 2012, has emerged as a major player in India's beauty e-commerce sector. This platform enables consumers to purchase cosmetics, skincare, haircare, and wellness products through its app and website.

Nykaa's success is attributed to its authentic product range, influencer marketing, personalized user experience, and omnichannel strategy. The platform's rapid growth during the COVID-19 pandemic and its continued expansion into fashion and premium beauty categories demonstrate the evolving nature of consumer engagement in the digital age.

## Review of Literature

Several studies have examined consumer behavior in the e-commerce sector. Agmeke et al. (2019) emphasized the impact of discount framing on brand perception. Kumar and Dhiman (2024) explored demographic factors influencing online shopping among youth. Studies by Skyram Technologies and Digital with Sree highlighted Nykaa's effective digital marketing and influencer collaborations.

Additional literature examined the role of social media (Gupta & Verma, 2021), customer reviews (Singh & Kaur, 2020), and demographic influences (Sharma & Singh, 2020). These studies provide a foundation to understand how multiple factors impact purchase decisions on Nykaa.

## Objectives

1. To identify the key factors influencing consumer buying behaviour on Nykaa's e-commerce platform.
2. To evaluate the impact of delivery speed on consumer preference in the context of Nykaa.
3. To analyze the role of convenience in consumer adoption of Nykaa's services.
4. To examine the influence of pricing strategies and offers on purchasing decisions.

## Research Methodology

This study follows a descriptive and quantitative research design. A structured questionnaire was distributed online to 100 respondents using convenience sampling. Primary data were collected via Google Forms, while secondary data came from journals, company reports, and literature.

Statistical tools like MS Excel and SPSS were used for analysis. Data were interpreted through graphs, tables, and percentage calculations. Key areas explored included delivery speed, convenience, pricing, and customer satisfaction.

## Data Analysis and Interpretation

Findings from the survey revealed that:

- 92% of respondents were familiar with e-commerce platforms.
- 70% of users found e-commerce convenient.
- Fast delivery was rated important by 80% of users.
- High delivery charges discouraged 72% of consumers.
- Discounts influenced 85% of respondents.

Overall, the data suggest that while Nykaa has high customer engagement, challenges remain in logistics, pricing, and availability.

## Findings and Conclusion

The study confirms that Nykaa's consumer base is young, predominantly female, and highly price-sensitive. Fast delivery, trust, and product variety are significant influencers. While satisfaction levels are high, delivery

consistency and price transparency are areas requiring attention.

In conclusion, Nykaa's continued growth will depend on its ability to refine its customer experience strategy through operational improvements and targeted marketing.

### Recommendations

- Introduce free shipping thresholds or subscription models.
- Expand inventory and ensure consistent stock.
- Improve delivery timelines and transparency.
- Offer personalized suggestions using AI.
- Enhance loyalty programs and referral incentives.
- Promote value propositions via influencer collaborations and social media.

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