

# A Study on Social Media Marketing of NYKAA Products and its Impact on Consumers

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**Abstract:** *Technological evolution has recognized the potential of online social media channels in building strong brand reputation. Companies are leveraging analytical methods like Sentiment analysis to monitor the brand reputation. With an increase in digitalization, E-commerce has become the need of the hour and has compelled many industries to go digital. Cosmetic Industry being one, rightly leveraging the use of digital technologies to tailor its products based on consumer's demands. This study is based on an Indian cosmetic brand, Nykaa. Three diverse social media platforms are utilized for data collection and gain insight on customer reviews by conducting sentimental analysis on the user-generated reviews thereby, further concluding the impact over brand reputation.*

**Keywords:** Nykaa

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