

To Study on Factors Influencing the Consumer Buying Behavior with Respect to NYKAA

Isha Patil

Researcher, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

Abstract: *A few years ago, touch, feel, and smell in-store experiences were more important to the success of industries like cosmetics and personal care. 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 thanks to 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. This essay demonstrates how e-commerce platforms have altered how consumers select online shopping over offline shopping as well as the elements influencing consumer buying behavior with reference to an online platform, Nykaa, while they are purchasing cosmetic and beauty products.*

Keywords: Consumer purchasing patterns, internet purchasing patterns, and factors affecting purchasing patterns

REFERENCES

- [1]. <https://www.wikipedia.org/>
- [2]. [file:///C:/Users/LIB%208/Downloads/A-STUDY-ON-FACTORS-INFLUENCING-THE-CONSUMER-BUYING-BEHAVIOUR-WITH-RESPECT-TO-NYKAA-4%20\(1\).pdf](file:///C:/Users/LIB%208/Downloads/A-STUDY-ON-FACTORS-INFLUENCING-THE-CONSUMER-BUYING-BEHAVIOUR-WITH-RESPECT-TO-NYKAA-4%20(1).pdf)