

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

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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

I. INTRODUCTION

The largest beauty retailer in India is Nykaa, an e-commerce company with its headquarters in Mumbai, Maharashtra. It has 650+ brands and operates in over 1000 cities around India, of which 25 are luxury brands like MAC, Clinique, Estee Lauder, NYX, Bobbi Brown, etc. Additionally, Nykaa has 33 physical locations that fall under the categories of Nykaa on trend and Nykaa luxe. Nykaa has reached out to the market in a very smart way. It has used the Porter's value chain framework as a tool which is used to add up competitive advantage through price fluctuations in the market. The main focus of this analysis is the differences in the business activities and relative pricing and costing concept of Nykaa. It operates at a lower cost and commands a good premium

Two categories of analysis are presented here.

First value chain

Promoting the value chain

SUBSEQUENT VALUE CHAIN

The main value chain typically consists of five segments, such as inbound logistics, which deals with material handling and warehousing.

Operations, which deals with transforming raw materials into final commodities and with consumers,

Data from the database is gathered to create business plans based on customer purchasing behaviour.

Outbound logistics is concerned with distributing finished goods to final customers.

Marketing and sales are the primary activities focused on developing a sales channel via which Nykaa's potential clients can purchase its goods. This category also includes actions like channel selection, price plans, advertising campaigns, and promotional activities, among others.

Services deal with operations that occur after a sale, like monitoring post-sale data and sustaining it for the business's future development.

RESEARCH PROBLEM

Despite Nykaa being one of the top shopping sites for the cosmetics and beauty sector, no researchers have conducted in-depth research on the company or looked into potential aspects that might affect how consumers use Nykaa to acquire beauty products. What, then, are the factors affecting Nykaa's customers' purchasing decisions?

II. REVIEW OF LITERATURE

A technique to seize the maximum big traits of an entrepreneur is supplied via way of means of Wickham (2001), who described entrepreneurship as “a fashion of control” and marketers as a “difference among the entrepreneur as a performer of managerial tasks, as an agent of monetary alternate and as a personality”. In entrepreneurial studies, marketers are described as marketplace entrants or younger companies that have currently entered the marketplace. Like in every other enterprise, entrepreneurship withinside the style of enterprise combines the advent and control of an undertaking with the particular components of the enterprise, in this example style. As noted above, marketers make an applicable contribution to the monetary boom and the dynamics of the economy. (Davidson 2006; Zhao 2005; Parietal 2007). It is big to study the attention ratios of massive gamers and small businesses of the clothing enterprise so that you can examine the monetary effect of small actors withinside the style enterprise. Especially the style enterprise is ruled via way of means of small groups. In the United Kingdom, for instance, the pinnacle 15 groups generate 25% of the final results as a percent of the overall. Compared to the variety of different industries just like the dairy enterprise, wherein the pinnacle 15 groups generate 57% of the overall final results or the pharmaceutical enterprise, right here the pinnacle 15 groups advantage 74% of the overall final results. It is seen that the clothing enterprise includes many small companies that make contributions to the enterprise output. Consequently, the small actors of the style enterprise maintain relevance in phrases in their monetary strength and dominate the style enterprise panorama. This isn't always the best authentic for the United Kingdom but additionally for lots of different countries. In Germany micro-groups withinside the layout, enterprise generates 75% of the overall enterprise volume. The European Enterprise and Industry Commission defines micro micro-groups as businesses, which hire fewer than ten people and whose annual turnover is beneath 2 million euroeuroditionally, to the monetary relevance, the cultural contribution to society of the style enterprise needs to be considered. The not pricey overall performance needs to be enlarged via means of the “cultural fee of return”. It is the cultural sales businesses create, that stand in assessment to the not pricey sales. Fashion layout marketers innovate internal those dimensions with creativity and regular alternatives. As Dickerson (2003) said to the point: “The regular in style is alternate.” According to Schumpeter (1934) innovation is difficult to replicate and Drucker (1985) talked about the need for non-stop innovation. Both statements are authentic for style marketers who have to be constantly progressive in their sphere of activity; style may be copied however now no longer innovation. A style layout entrepreneur is the important individual that manages the entrepreneurial method and unites an enterprise to combine their layout thoughts into the marketplace

III. RESEARCH ANALYSIS, FINDINGS AND TERMINOLOGY

In this research, we used the Questionnaire Method, where we connected to the people and asked questions about conflicts they faced in an educational institute. The questions which were created were to study how many people fall into conflicts and ways they used to resolve them. As per our respondents we got 30 responses from students, teachers as well as the non-teaching staff. They were personally contacted by us to fill the survey form online. Many of the people took the initiative and filled the forms through email Ids and personal details which were kept confidential, Only the responses were used for the research paper and there were no objections raised from anyone

IV. DATA COLLECTION METHOD

The sources of data in this research paper are both primary and secondary

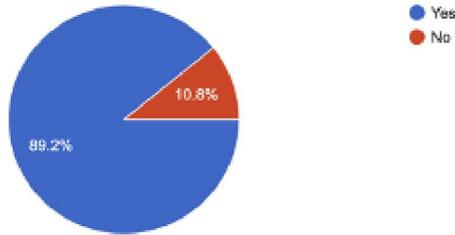
- 1. Primary data:-** primary data consist of original information gathered from a sample size of 30 responses residing in Mumbai
- 2. Secondary data:-** secondary data consists of data already gathered and presented on the web

V. DATA ANALYSIS

for analyzing the data simple tools like google forms are used we have the data analysis of 30 people on how the responses are submitted

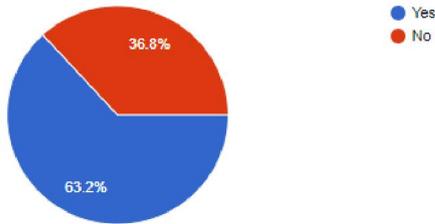
VI. QUESTIONNAIRE

If students and staff return to school in the fall, are you planning to send your student?
240 responses



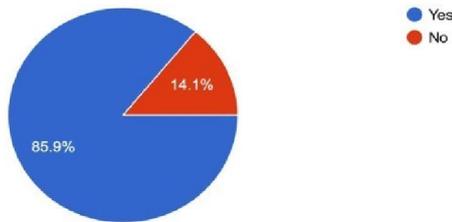
10.8% percent people said no and 88.2% people said yes according to this question

5. Have you ever felt like giving up your studies due to a lot of stress?
19 responses



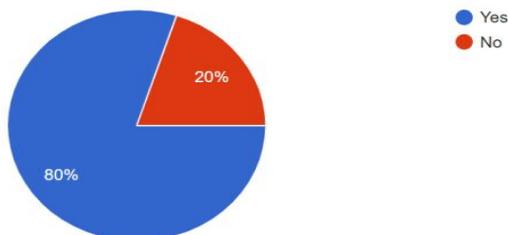
36.8% of people said no and 63.2% of people said yes according to this survey

Do you think that further information regarding the safety of these GMOs would make you feel more comfortable about consuming these crops?
99 responses



14.1% people said no and 85.9% people said yes

Do you fully trust the credibility of information when using mass media?
15 responses



VII. CONCLUSION

The investigation was effectively completed in accordance with the stated goals and hypotheses. It is concluded that the research's listed factors have a positive impact on consumers' purchasing decisions.

REFERENCES

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