

Nykaa's Influence on Women's Online Shopping Behaviour

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Abstract

Nykaa has emerged as a transformative force in India's e-commerce sector, particularly within the beauty and wellness industry. This study explores Nykaa's significant influence on women's online shopping behaviour, examining how its digital marketing strategies, influencer collaborations, and personalized shopping experiences have positioned it as a leading platform in the online beauty market. By analysing consumer behaviour trends, pricing strategies, and brand loyalty, the research aims to uncover how Nykaa has reshaped purchasing patterns and empowered women in their consumer choices. A comparative analysis with other e-commerce platforms will highlight Nykaa's unique value proposition. Primary data from surveys and interviews will provide insights into Nykaa's lasting impact, offering recommendations for future marketing strategies to enhance engagement and purchase frequency. This study contributes to the broader understanding of online consumer behaviour and the evolving role of digital platforms in shaping modern retail habits.

Key words: *E-commerce, Consumer behaviour, Digital marketing strategies, Influencer marketing impact, Brand loyalty in online retail, Women's online shopping trends.*

Introduction

In recent years, e-commerce has revolutionized consumer behaviour, especially in the beauty and wellness sector. Among the many brands driving this change, Nykaa stands out with its innovative digital marketing strategies, influencer partnerships, and personalized consumer experiences. Nykaa's approach to marketing has not only reshaped purchasing behaviours but also empowered women to make informed and confident decisions in their beauty and wellness purchases. This study aims to examine Nykaa's impact on women's online shopping behaviour and identify how its digital marketing strategies have influenced consumer choices.

Literature Review

1. Singh, N., Moolchandani, R., & Bhatia, A. (2019)

This study explores the various factors affecting online purchasing decisions among women in India. Through a structured questionnaire and factor analysis, it identifies key determinants such as perceived services, ease of use, usefulness, and repurchase intention. The findings provide valuable insights into the online shopping behaviours of female consumers, particularly in the context of e-commerce platforms like Nykaa.

2. Kapoor, K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2021)

The study reviews the impact of social media influencers on consumer behaviour, focusing on how influencers shape trust, brand perceptions, and purchase decisions. It supports our research on Nykaa, where influencers play a key role in brand visibility, though not the main driver of purchases.

3. Tuhin, M. S., & Hashim, R. B. A. (2024)

Tuhin and Hashim's study examines the factors influencing online shopping behaviour among Bangladeshi women, focusing on product quality, brand trust, convenience, and influencer marketing. They find that consumers prioritize product authenticity and are heavily influenced by promotions and influencer recommendations. This aligns with our research on Nykaa, where product trust and influencer marketing play a significant role in shaping women's purchasing decisions

Research Objectives

- To assess how Nykaa's digital marketing strategies have impacted women's online shopping habits.
- To understand the role of influencer collaborations in shaping purchasing behaviour.
- To explore the significance of personalized shopping experiences in driving brand loyalty.
- To offer recommendations for future marketing strategies based on consumer insights.

Hypothesis

Null Hypothesis (H_0): Nykaa's digital marketing strategies do not significantly influence women's online shopping behaviour.

Alternative Hypothesis (H_1): Nykaa's digital marketing strategies significantly influence women's online shopping behaviour.

Research Methodology

Data Source: This research utilizes primary data collected through an online survey distributed to women who have experience shopping for beauty and wellness products online. A total of 30 respondents participated in the study. The questionnaire consisted of 7 structured questions designed to gather insights on factors such as exposure to digital marketing, influence of advertisements and influencers, purchase behaviour, and brand loyalty specific to Nykaa.

To examine the relationship between Nykaa's digital marketing strategies and women's purchasing decisions, a One-Proportion Z-Test was applied. This test was used to determine whether a significant proportion of respondents had been influenced to make a purchase solely due to Nykaa's advertisements or influencer promotions, thereby helping to validate the research hypothesis.

Analysis and interpretation

Interpretation: A large majority (70%) of participants stated they would recommend Nykaa to others. This demonstrates a strong level of customer satisfaction and brand trust, further reinforcing the influence of Nykaa's marketing and overall customer experience. Positive word-of-mouth, especially in digital spaces, is a key indicator of a brand's impact, and this result supports the conclusion that Nykaa holds a favorable position in the minds of women consumers.

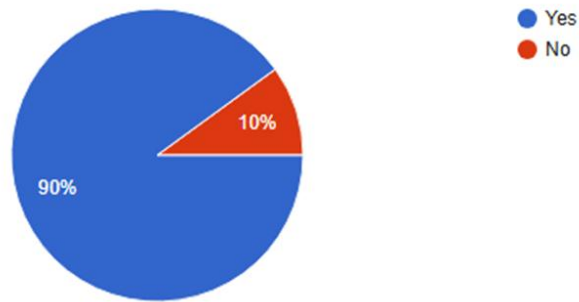


Figure 1: Pie Chart Indicating Respondents' Willingness to Recommend Nykaa

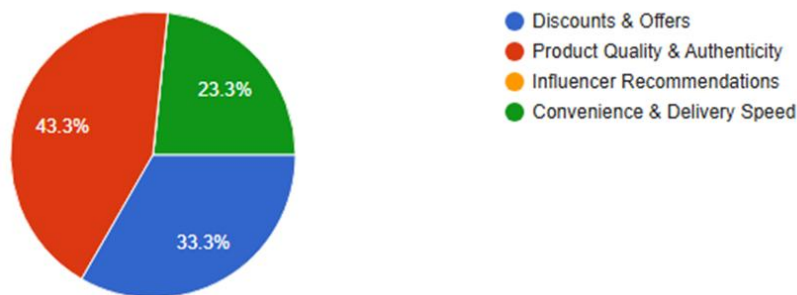


Figure 2: Key Factors Influencing Purchase Decisions on Nykaa

Interpretation: The chart reveals that Product Quality & Authenticity (43.3%) is the most significant factor influencing women's purchasing decisions on Nykaa. This suggests that trust in genuine products is a top priority for consumers. Discounts & Offers (33.3%) also play a major role, reflecting the importance of price sensitivity. Interestingly, Convenience & Delivery Speed (23.3%) is also a notable factor, while Influencer Recommendations received little or no response, indicating that while influencer marketing might spark interest, it may not be the primary trigger for actual purchases.

Survey Question Considered for Hypothesis Testing

Have you ever purchased a product from Nykaa solely due to an advertisement or influencer promotion?

- Total respondents 30
- Number of "Yes" responses 21

• Sample proportion ($\hat{p}$)	21/30 = 0.70
• Hypothesized proportion (p_0)	0.5
• Significance level (α)	0.05

Z-Test Formula

$$Z = (\hat{p} - p_0) / \sqrt{[p_0 (1 - p_0) / n]}$$

Where,

$\hat{p}$ = sample proportion (0.70)

p_0 = hypothesized proportion (0.50)

n = sample size (30)

$$Z = (\hat{p} - p_0) / \sqrt{[p_0 (1 - p_0) / n]}$$

$$Z = (0.70 - 0.50) / \sqrt{[0.50 \times (1 - 0.50) / 30]}$$

$$Z \approx 2.19$$

Decision

- At 5% level of significance, the critical Z-value is ± 1.645
- Since $Z = 2.19 > 1.645$, we reject the null hypothesis

Findings

- 70% of respondents reported making a purchase from Nykaa solely because of advertisements or influencer promotions, showing the strong impact of digital marketing.
- 90% of participants said they would recommend Nykaa to others, indicating high customer satisfaction and trust in the brand.
- The top factor influencing purchase decisions was Product Quality & Authenticity (43.3%), showing that consumers prioritize genuine products.
- Discounts and offers (33.3%) also play a crucial role, especially in attracting price-sensitive buyers.
- While influencer promotions help create brand visibility, they were not the leading factor in final purchase decisions.
- Convenience and fast delivery (23.3%) were important to many shoppers, highlighting the value of a smooth post-purchase experience.

Suggestions

- Nykaa should continue to focus on highlighting the quality and authenticity of its products in marketing campaigns to strengthen consumer trust and encourage repeat purchases.
- Given that younger consumers (18-24 age group) are highly motivated by discounts, Nykaa should create personalized promotions and exclusive offers tailored to this demographic to drive sales.
- Since convenience and fast delivery are important to shoppers, Nykaa should work on improving logistics to ensure quicker delivery times and enhance the overall ease of browsing and purchasing on the platform.
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- While influencer marketing isn't the primary purchase driver, it plays a significant role in brand awareness. Nykaa should continue collaborating with influencers who align with the brand's values and can authentically promote product quality.
- Since Nykaa already has loyalty programs, it can further enhance these by offering more personalized rewards and increasing awareness to ensure customers fully utilize the benefits, boosting brand loyalty.

Conclusion

This research highlights the significant influence of Nykaa's digital marketing strategies on women's online shopping behaviour in the beauty and wellness sector. The study reveals that advertisements and influencer promotions play a major role in driving purchases, particularly for 70% of the respondents. Product quality and authenticity were identified as the most important factors influencing purchase decisions, while discounts and offers also held significant weight. Despite the role of influencer marketing in creating awareness, it was not the primary driver for actual purchases. To further enhance engagement, Nykaa should continue emphasizing product authenticity, offer targeted promotions for younger consumers, and focus on improving delivery speed and convenience. Future research could explore the influence of other factors such as age and online shopping experience to gain a more comprehensive understanding of consumer behaviour in the beauty e-commerce space.

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