"A Study On Factors Influencing Impulsive Purchasing Behaviour Of Generation Z With Respect To E-Commerce Cosmetics Retail Industry (Nykaa)".

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ABSTRACT

The Indian beauty market is expected to rank among the top 5 worldwide markets in terms of revenue as it continues to expand. The Indian customer is more exposed than ever to foreign brands and is supported by significant technological advances. The favourable elements for people to invest in this business include rising disposable income and image sensitivity. A few years ago, touch, feel, and smell in-store experiences were more important to the success of businesses like cosmetics and personal care. The shifting fashions have shown that the personal care and beauty sectors are not exempt from the digital mode.

The study aims to comprehend the impact of pricing, promotions, and advertising on online cosmetic purchases. Google Forms was used to assess a survey with 30 participants. The findings demonstrate how customer purchase behaviour while buying cosmetics online is influenced by pricing, marketing, and discounts. Also, the study highlights how e-commerce platforms have altered how customers select online shopping over physical shopping, as well as the elements impacting consumer purchasing behaviour and satisfaction with cosmetics and beauty items in relation to an online platform, Nykaa. Also, considerable effort has been made to research the potential Nykaa customers' purchasing and consuming habits. Although Nykaa has had outstanding development in the Indian cosmetics market, the sector's allure tempts a lot of rivals It makes it crucial for Nykaa to analyse and fulfil customer buying behaviour in order to strategy market dominance.

KEYWORDS: Consumer buying behavior, online buying behavior, factors influencing the buying behavior, Nykaa, consumer implusive buying behavior.

Introducing NYKAA

The biggest online store for beauty products in India is NYKAA, and it is an Indian enterprise. In the year 2012, it was established by Falguni Nayar, a former managing director of KOTAK Mahindra Capital Co. The headquarters of Nykaa is located in Mumbai, previously Bombay, the state capital of India's Maharashtra.

The Bengali term "Neyka," which means "one in the limelight," is the root of the word "Nykaa," which means "new."
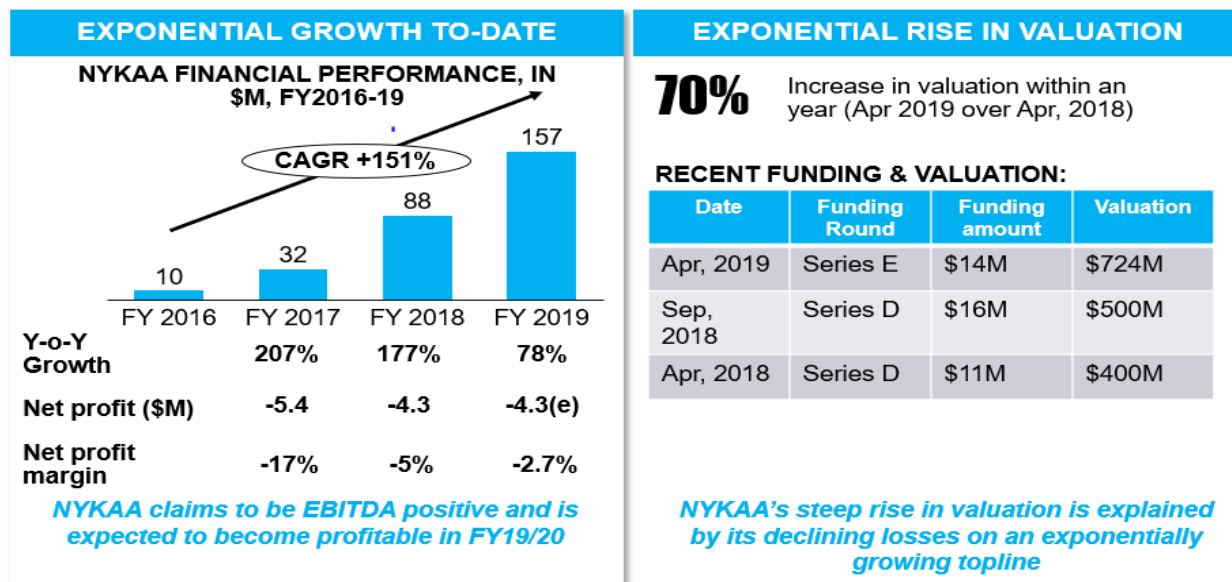
With almost 500,000 beauty and wellness goods from several domestic and foreign brands, it is the largest multi-brand beauty shop in India. Almost 3000 locations in India receive deliveries from Nykaa. It presently contains more than 2500 brands, of which 25 are premium labels, including well-known names like MAC, Clinique, Estée Lauder, NYX, Bobbi Brown, Calvin Klein, L'Occitane, and Yves Saint Laurent, among others.

Every day, over 20,000+ orders are dispatched. Nykaa offers 80 physical stores/outlets divided into two styles, Nykaa on Trend and Nykaa Luxe, as well as a well-known in-house line under its own private label, the Nykaa collection. Via its 80 successful locations operating all across the country, a mobile app, and its website, Nykaa may be reached (www.nykaa.com).

Nykaa, a platform for exponential beauty with a value of over $700 million and annual revenues above $160 million, is driving the premiumization of Indian beauty.

Nykaa: an exponential growth and a valuation already >$ 700m

NYKAA – FINANCIAL DEEP-DIVE

EXPONENTIAL GROWTH TO-DATE

NYKAA FINANCIAL PERFORMANCE, IN $M, FY2016-19

CAGR +151%

	FY 2016	FY 2017	FY 2018	FY 2019
($M)	10	32	88	157
Y-o-Y Growth		207%	177%	78%
Net profit ($M)		-5.4	-4.3	-4.3(e)
Net profit margin		-17%	-5%	-2.7%

NYKAA claims to be EBITDA positive and is expected to become profitable in FY19/20

EXPONENTIAL RISE IN VALUATION

70% Increase in valuation within an year (Apr 2019 over Apr, 2018)

RECENT FUNDING & VALUATION:

Date	Funding Round	Funding amount	Valuation
Apr, 2019	Series E	$14M	$724M
Sep, 2018	Series D	$16M	$500M
Apr, 2018	Series D	$11M	$400M

NYKAA's steep rise in valuation is explained by its declining losses on an exponentially growing topline

Objectives of the Study

The study goals are as follows:

- To research and analyze internet customer purchasing habits and satisfaction with cosmetic products.

- To ascertain the impact of Nykaa's various advertising mediums (e.g., social media, influencer marketing, etc.) on the development of consciousness.

- To evaluate the behavioural degree of customers of various ages.

- To comprehend the variables influencing customer purchasing behaviour in relation to Nykaa.

- To investigate customer satisfaction levels through internet purchasing.

- To assess ladies' happiness with the acquisition and use of cosmetics.

- To investigate consumers' attitudes towards Nykaa's goods.

Hypothesis

1)H0: Age has no bearing on customer purchasing behaviour.

   Ha: Age has a major impact on customer purchasing behaviour.

2) H0: Price has no major effect on customer purchasing behaviour.

   Ha: Price has a major effect on consumer purchasing behaviour.

3) H0: Quality has no major effect on consumer purchasing behavior.

   Ha: Quality has a major influence on consumer purchasing behaviour.

4) H0: Brand availability has no major effect on consumer purchasing behavior.

   Ha: Brand availability has a major influence on consumer purchasing behaviour.

5) H0: Social media/social media influencers have no major effect on customer purchasing behaviour.

   Ha: Social media/social media influencers have a major effect on purchasing behaviour.

6) H0: Brand name has no major effect on customer purchasing behaviour.

   Ha: Brand name has a major effect on customer purchasing behaviour.

Research Methodology

1) To study and analyse online consumer buying behaviour.

2) To assess the behavioural level of customers of different age groups.

3) To understand the factors influencing consumer buying behavior with respect to Nykaa.

4) A descriptive design is used to conduct research. A descriptive approach, structured and formalized, provides a comprehensive and in-depth analysis of the research.

Source of data:-

PRIMARY DATA:-

The main data of the study were collected from questionnaires.

To obtain primary data directly from the respondents, a structured questionnaire in the form of an online survey was used. The specific technology, called "Google Forms," allows anyone to construct their unique question structure and quickly post it online.

SECONDARY DATA:-

 The secondary data will be gathered through research papers, news articles, blogs about social sales forces, sales force reports, and Internet material, Journals, books, etc.

Data collection method:-

Questionnaires are used to gather scientific information about someone or something from respondents. The questionnaire is the traditional and authentic way of data collection process under the survey method.

SAMPLING METHOD:-

Convenient sampling was adopted in selecting the respondents to collect the data.

data has been collected from a sample of 156 respondents.

DATA ANALYSIS AND INTERPRETATION

Table No. 1: Classification of Gender

Gender					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	90	57.7	57.7	57.7
	Male	66	42.3	42.3	100.0
	Total	156	100.0	100.0	

Analysis:-

A survey of 156 responses was conducted targeting Gen Z customers. The above results show that 57.7% are Female respondents while 42.3% Male.
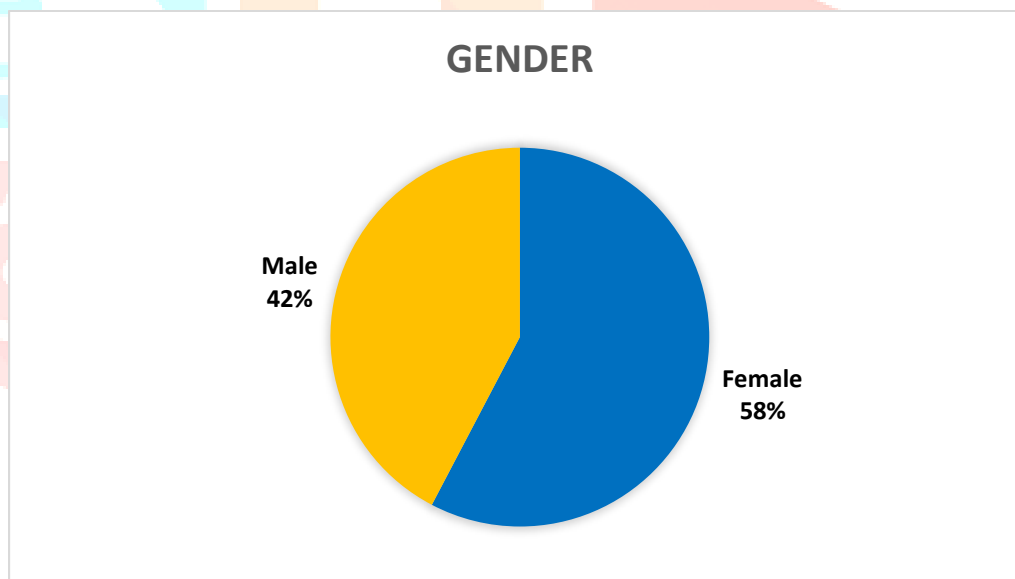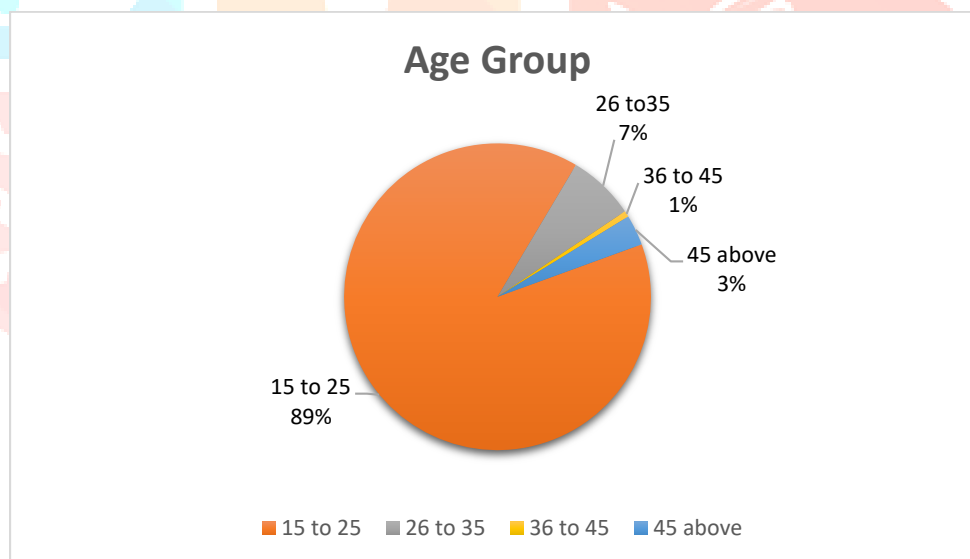

Interpretation:-

From the above pie chart we understand the different percentages of areas where Blue colour 58% area is Female and Yellow colour area with 42% of respondent is Male.

Table No 2: Classification of Basic Age Group

Age Group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 to 25	139	89.1	89.1	89.1
	26 to 35	11	7.1	7.1	96.2
	36 to 45	1	.6	.6	96.8
	45 above	5	3.2	3.2	100.0
	Total	156	100.0	100.0	

Analysis:-

A survey of 156 responses was conducted targeting Gen Z customers between the ages of 15 to 25. The results showed that 89.1% of the respondents fell within this age group, making it the age group with the highest number of responses. The second highest age group of respondents fell between the ages of 26 to 35 making up 7.1% of the total respondents.

Interpretation: -

From the above pie chart, we understand the different percentages of areas where Orange colour 89% comes under 15 to 25 age group, Grey colour 7% section show 26 to 35 age group, 1% sector descried 36 to 45 age group while Yellow colour 3% shows above 45 above age.
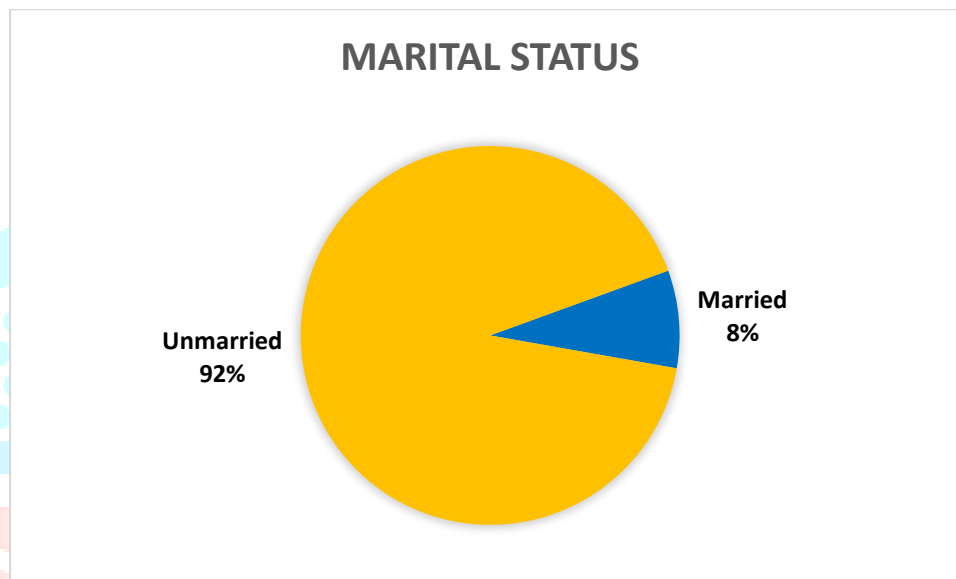
Table No. 3: Classification of Martial Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	13	8.3	8.3	8.3
	Unmarried	143	91.7	91.7	100.0
	Total	156	100.0	100.0	

Analysis: -

Classification of Marital Status 91.7% are Unmarried while 8.3% are Married.
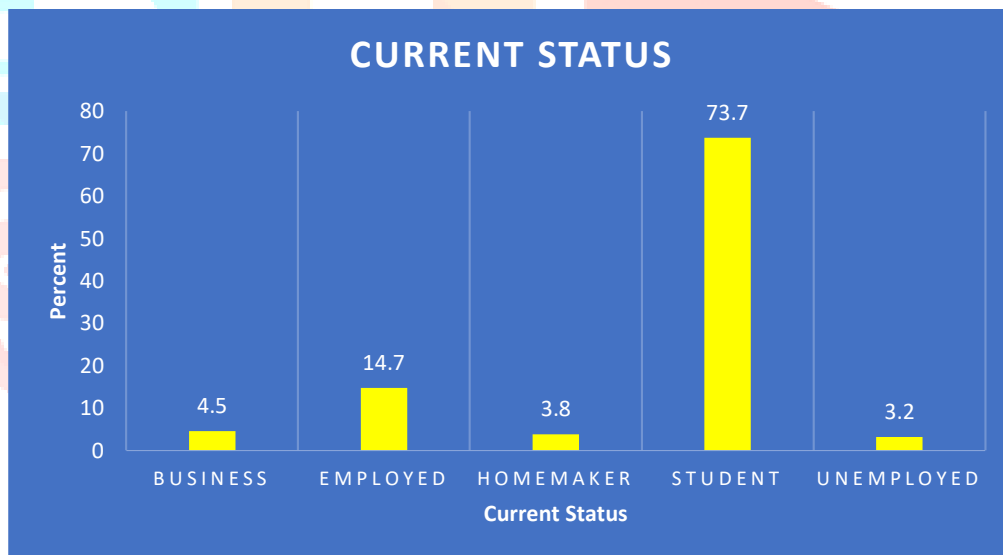

Interpretation: -

From the above pie chart, we understand the different percentage of areas where Yellow colour 92% are Unmarried are respondents and Blue colour 35.33% are Married respondent.

Table no. 4: Classification of basic occupation.

Current Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	7	4.5	4.5	4.5
	Employed	23	14.7	14.7	19.2
	Homemaker	6	3.8	3.8	23.1
	Student	115	73.7	73.7	96.8
	Unemployed	5	3.2	3.2	100.0
	Total	156	100.0	100.0	

Analysis: -

Out of the 156 respondents in the survey, the majority of them, accounting for 73.7% were students. The second highest occupation was employees with 14.7% of the respondents falling under this category. The third highest percentage 4.5% were classified as Businessmen, while 3.2% of respondents reported being unemployed.

Interpretation: -

On Y-axis the number of respondents is from 0 to 80. On the X-axis classification of different occupations are students, employees, businessmen, and unemployed all counts were identified.
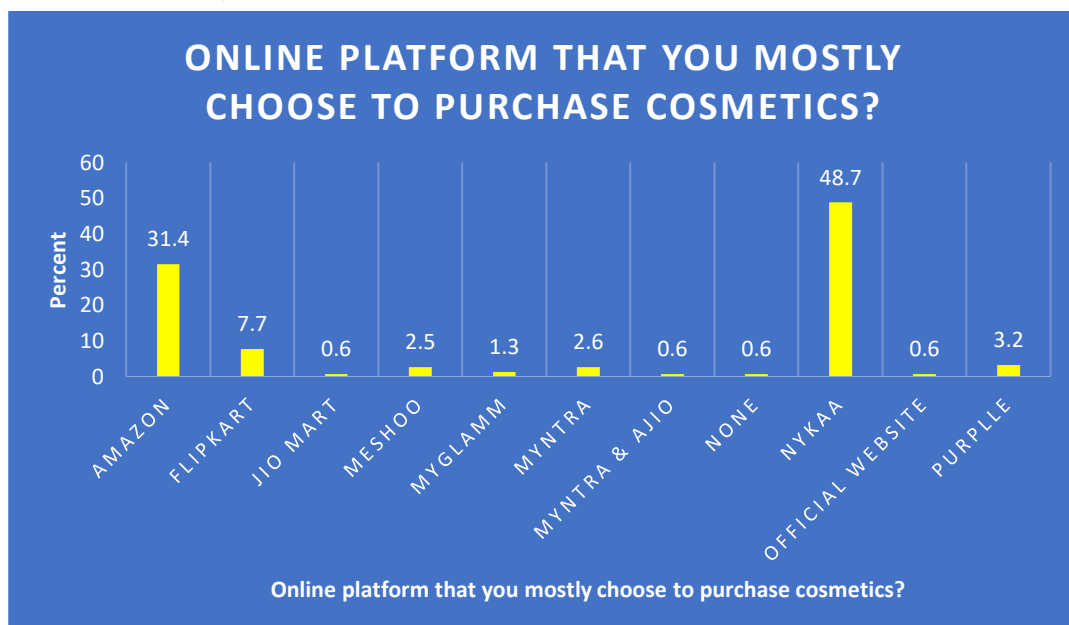
Table no. 5: Classification of respondents mostly choose to purchase cosmetics (e-commerce)

An online platform that you mostly choose to purchase cosmetics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon	49	31.4	31.4	31.4
	Flipkart	12	7.7	7.7	39.1
	Jio mart	1	0.6	0.6	39.7
	Meshoo	4	2.6	2.6	42.3
	Myglamm	2	1.3	1.3	43.6
	Myntra	4	2.6	2.6	46.2
	Myntra & Ajio	1	0.6	0.6	46.8
	NONE	1	0.6	0.6	47.4
	Nykaa	76	48.7	48.7	96.2
	Official website	1	0.6	0.6	96.8
	Purplle	5	3.2	3.2	100.0
	Total	156	100.0	100.0	

Analysis:-

Here, we show that there are numerous websites from which anyone can purchase cosmetics for both males and women. We learned from our poll which websites consumers most frequently choose to buy cosmetics from.

- Nykaa, with a user adoption rate of 48.7%, is the most popular web portal.

- Amazon comes in second with 31.4%.

- Flipkart has the third-highest rate with 7.7%.

- whereas Purple has 3.2%.

- as well as Myntra, 2.6%.

- while maintaining the same meshoo ratio of 2.6%.

- and 0.6% each from Ajio, Jio Mart, and the main website.

ONLINE PLATFORM THAT YOU MOSTLY CHOOSE TO PURCHASE COSMETICS?

Interpretation:-

On Y-axis the number of respondents is from 0 to 60. On the X-axis classification of different online platforms are nykaa, amazon, flipkart, purplle and all the other count were identified.
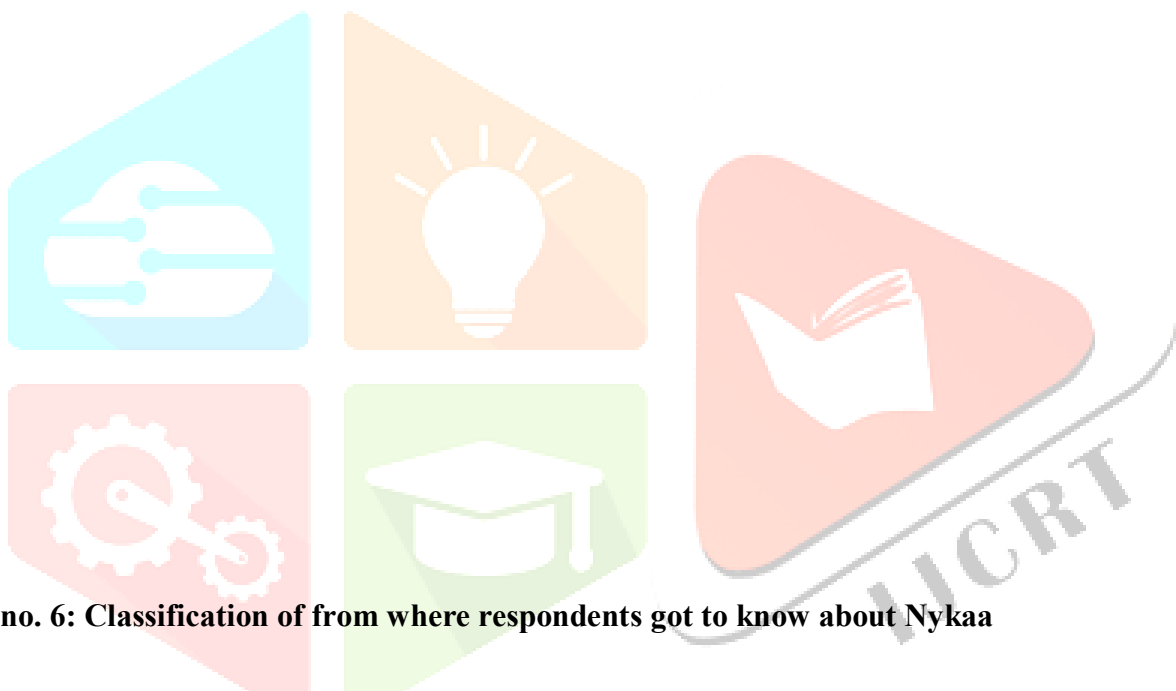

Table no. 6: Classification of from where respondents got to know about Nykaa

From where you got to know about Nykaa					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Advertisement, Newspaper, TV**	63	40.4	40.4	40.4
	At the time of IPO of Nykaa in the stock market I got to know about it.	1	.6	.6	41.0
	Blog Recommendations	6	3.8	3.8	44.9
	Link from other websites	6	3.8	3.8	48.7
	Never	1	.6	.6	49.4
	Promotional Email	2	1.3	1.3	50.6

|				
Search Engines (like google)	7	4.5	4.5	55.1
Social media	1	.6	.6	55.8
Word of mouth (from friends/family)	68	43.6	43.6	99.4
YouTube (Sponsor ADS)	1	.6	.6	100.0
Total	156	100.0	100.0	

Analysis :-

Since the majority of ...ers are ready to purchase their products from Nykaa, we are trying to determine how they learned about ...pany.

According to the poll, almost 43.6% of respondents learned about Nykaa from family and friends, which is referred to as word of mouth.

- Second, 40.4% of people learned about it from ads, newspapers, and television, while
- 4.5% learned about it from search engines (like Google).

- 3.8% of respondents learned about Nykaa through links and blog suggestions from other websites.
- and the remaining 1.3% via email marketing.
- While 0.6% of respondents (1 out of 156) learned about Nykaa when it went public on the stock exchange.
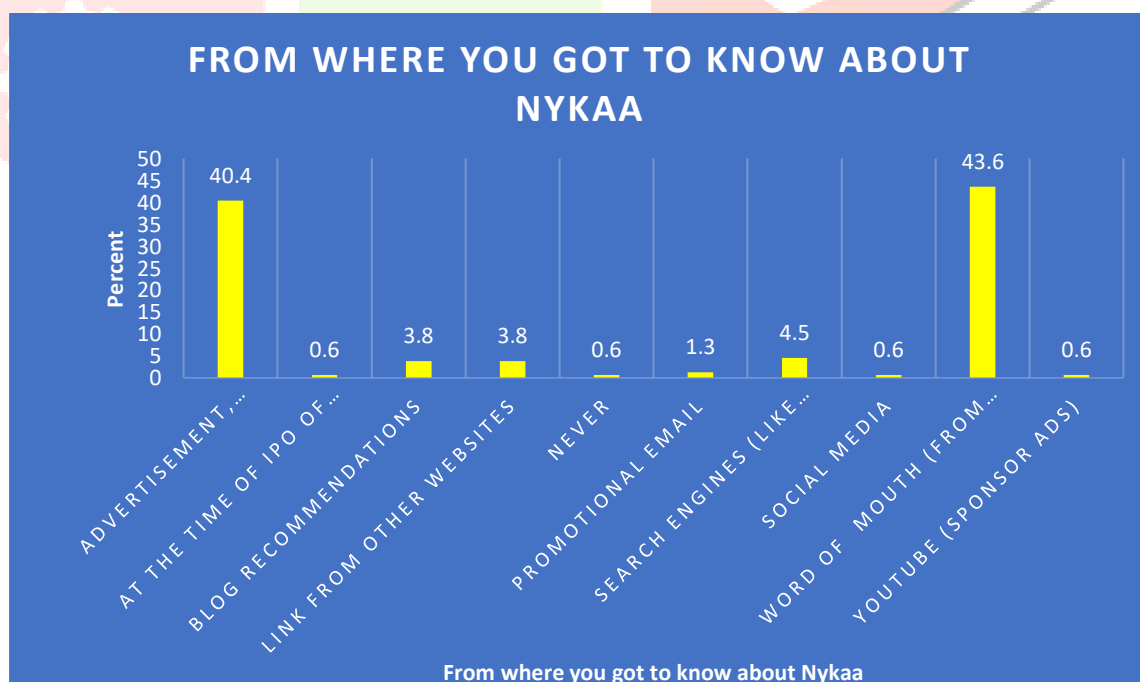
Interpretation:

The range of responses is from 0 to 50 on the Y-axis. On the X-axis, there is a categorization of the various channels through which respondents learned about Nykaa, including ads, word-of-mouth, blogs, links from other websites, advertising emails, search engines, and IPOs.

Table no. 7 (a): Classification on factors influencing purchase decision of customer from nykaa (the availability of brands).

Factors influence you on your purchase decision from Nykaa [The Availability Of Brands]				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	125	80.1	80.1	80.1
	Not Influence	31	19.9	19.9	100.0
	Total	156	100.0	100.0	

FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [THE AVAILABILITY OF BRANDS]
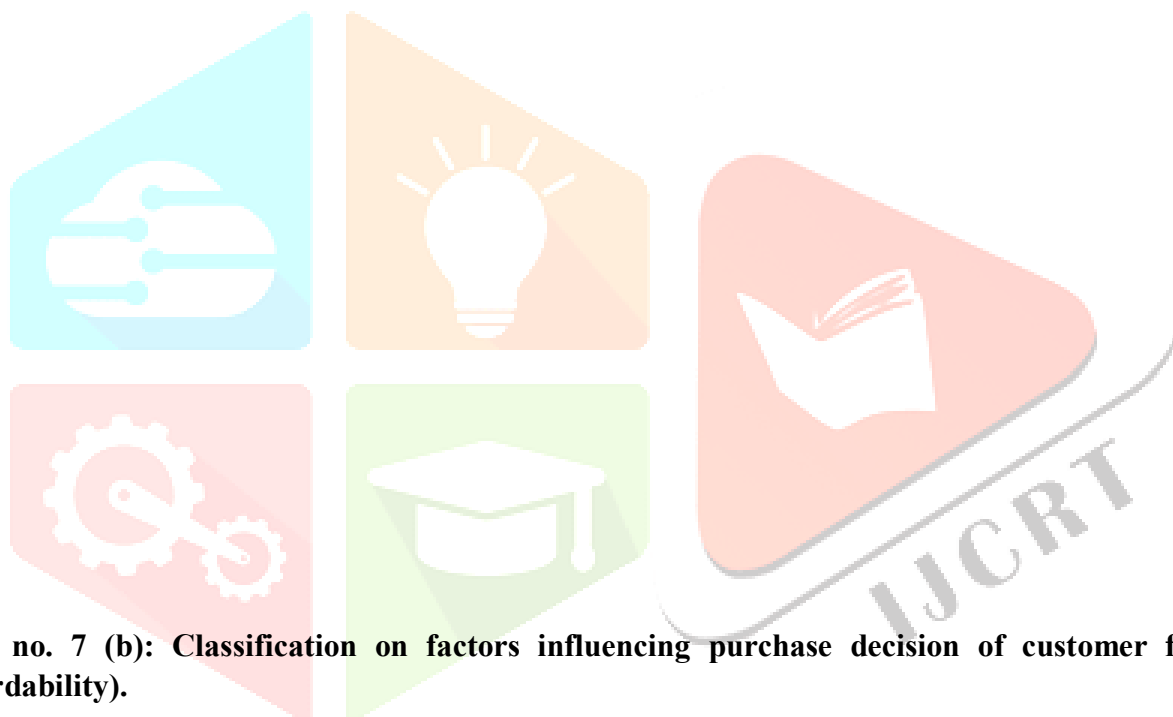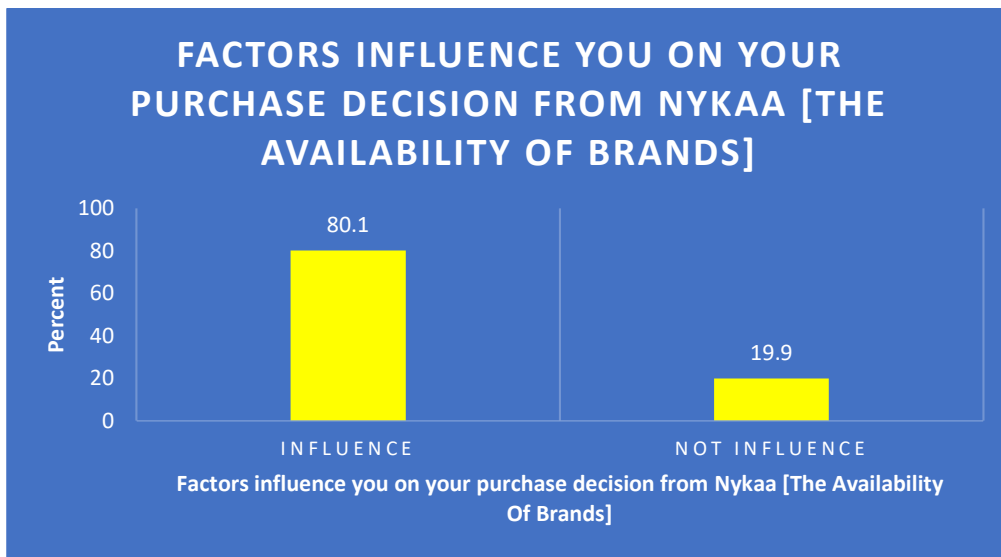

Table no. 7 (b): Classification on factors influencing purchase decision of customer from nykaa (Affordability).

Factors influence you on your purchase decision from Nykaa [Affordability]		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	115	73.7	73.7	73.7
	Not Influence	41	26.3	26.3	100.0
	Total	156	100.0	100.0	

FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [AFFORDABILITY]
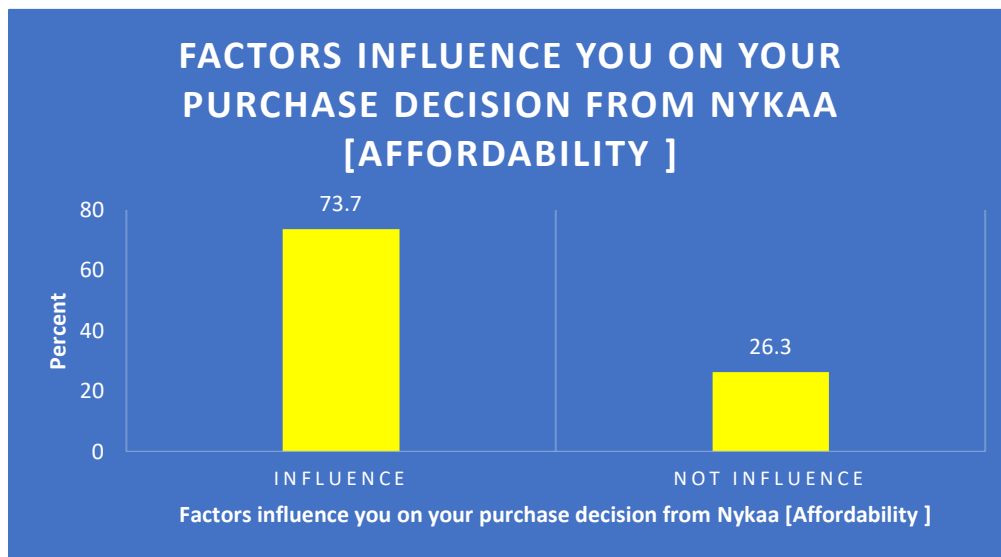
Table no. 7 (c): Classification on factors influencing purchase decision of customer from nykaa (Personalized Customer Service).

Factors influence you on your purchase decision from Nykaa [Personalized Customer Service]					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Influence**	87	55.8	55.8	55.8
	Not Influence	69	44.2	44.2	100.0
	Total	156	100.0	100.0	

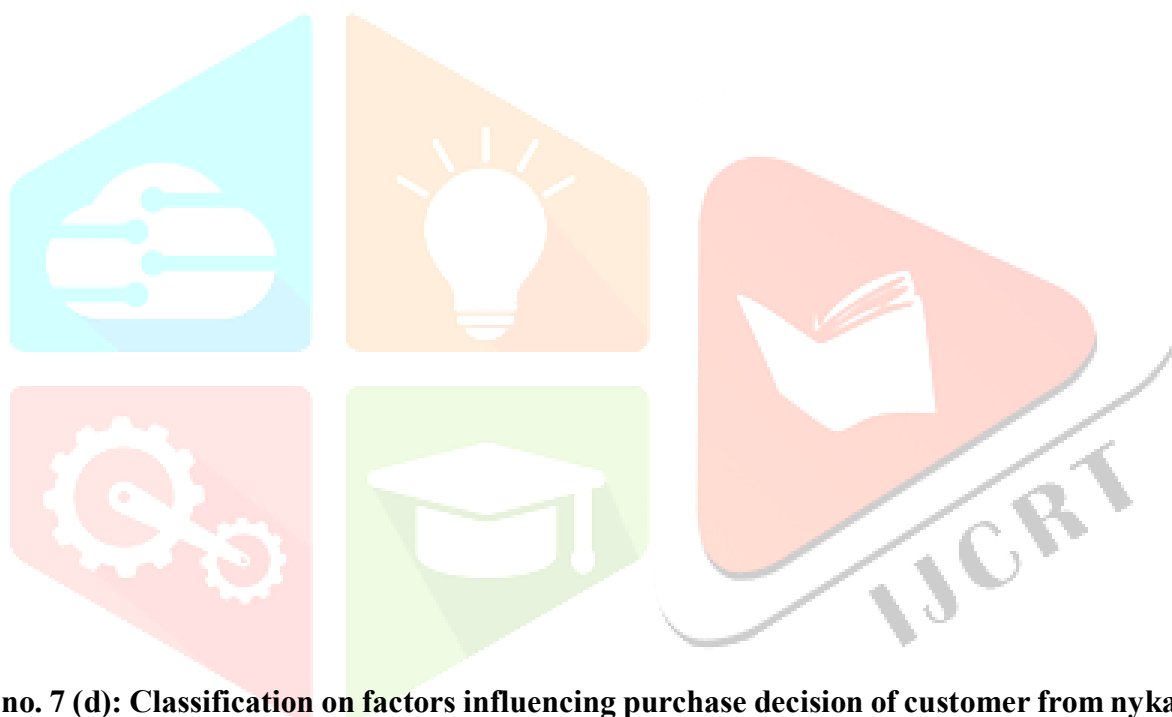**FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [PERSONALIZED CUSTOMER SERVICE]**
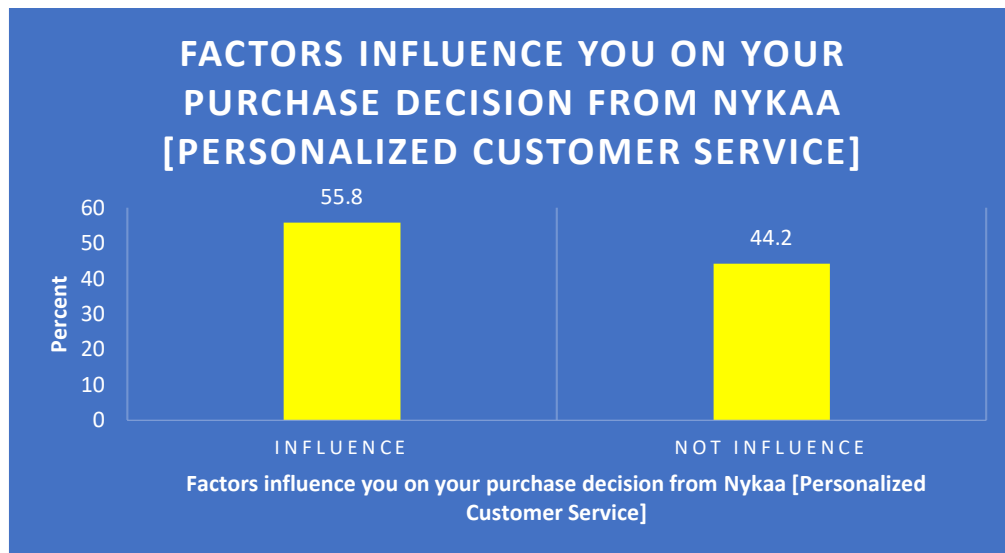
Table no. 7 (d): Classification on factors influencing purchase decision of customer from nykaa (Quality).

Factors influence you on your purchase decision from Nykaa [Quality]				
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Influence**	141	90.4	90.4	90.4
	Not Influence	15	9.6	9.6	100.0
	Total	156	100.0	100.0	

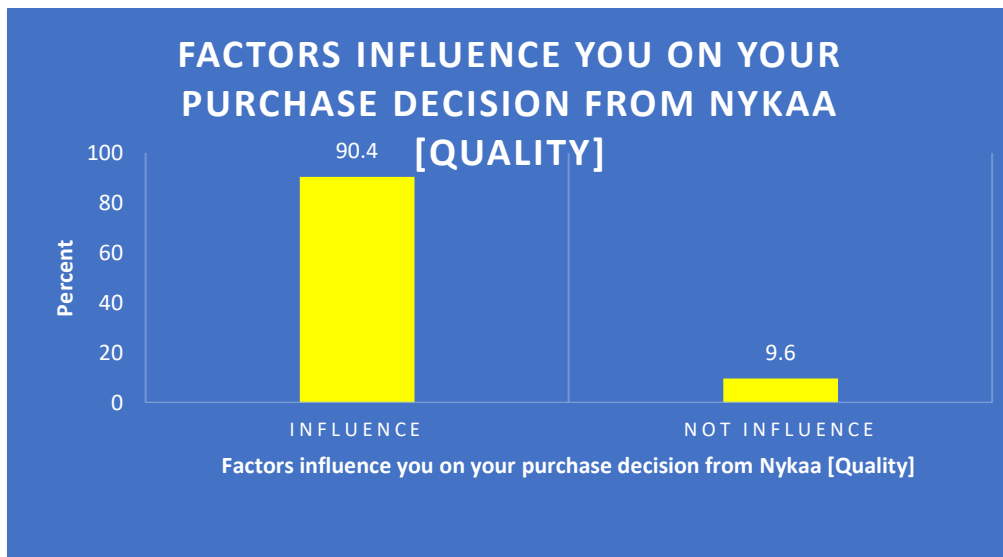**FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [QUALITY]**

Table no. 7 (e): Classification on factors influencing purchase decision of customer from nykaa (Delivery System).

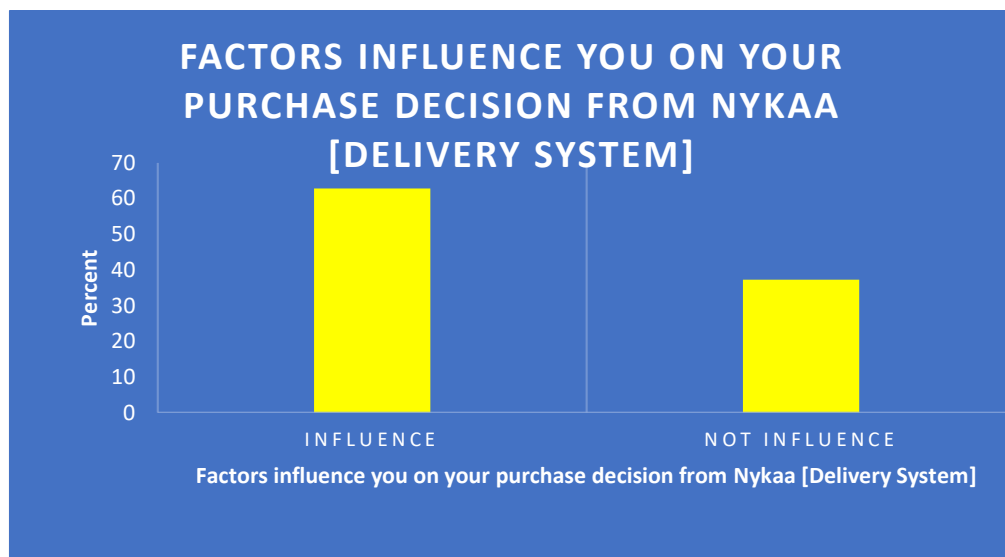| Factors influence you on your purchase decision from Nykaa [Delivery System]		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	98	62.8	62.8	62.8
	Not Influence	58	37.2	37.2	100.0
	Total	156	100.0	100.0	

Table no. 7 (f): Classification on factors influencing purchase decision of customer from nykaa (Packaging).

Factors influence you on your purchase decision from Nykaa [Packaging]					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	129	82.7	82.7	82.7
	Not Influence	27	17.3	17.3	100.0
	Total	156	100.0	100.0	

FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [PACKAGING]

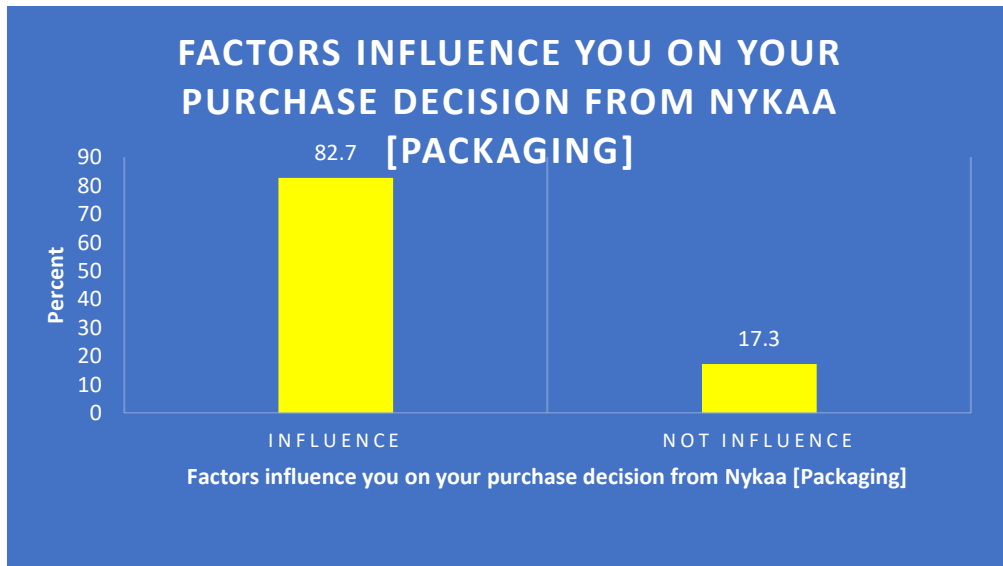Factors influence you on your purchase decision from Nykaa [Packaging]

Table no. 7 (g): Classification on factors influencing purchase decision of customer from nykaa (Discount/Gifts).

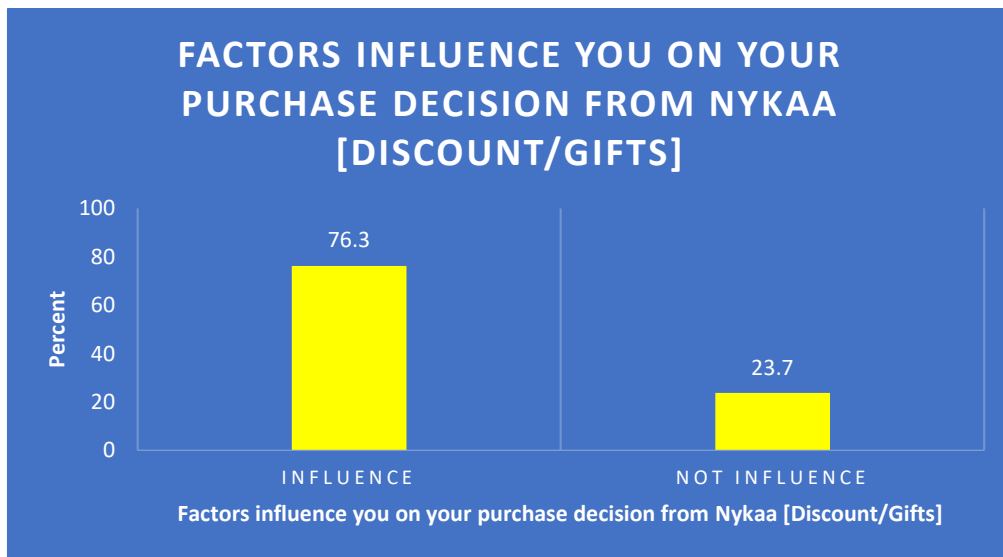| Factors influence you on your purchase decision from Nykaa [Discount/Gifts]				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	119	76.3	76.3	76.3
	Not Influence	37	23.7	23.7	100.0
	Total	156	100.0	100.0	

Table no. 7 (h): Classification of factors influencing the purchase decision of customers from Nykaa (Habit).

Factors influence you on your purchase decision from Nykaa [Habit]				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Influence**	90	57.7	57.7	57.7
	Not Influence	66	42.3	42.3	100.0
	Total	156	100.0	100.0	

FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [HABIT]

Factors influence you on your purchase decision from Nykaa [Habit]
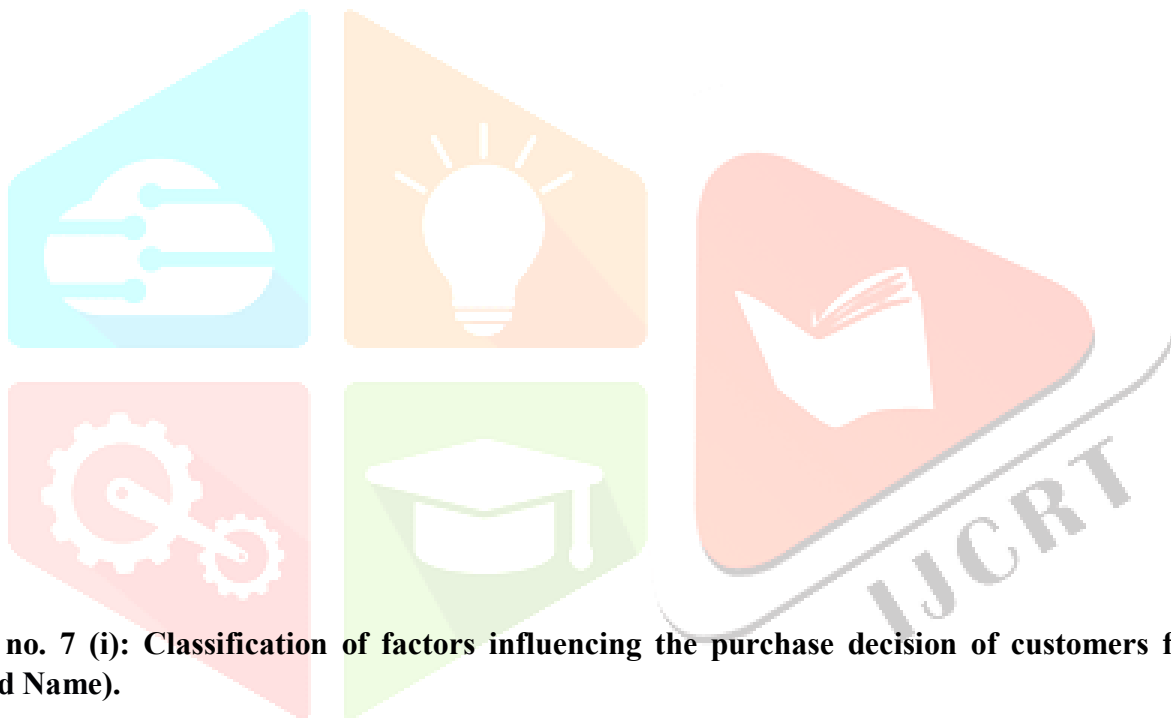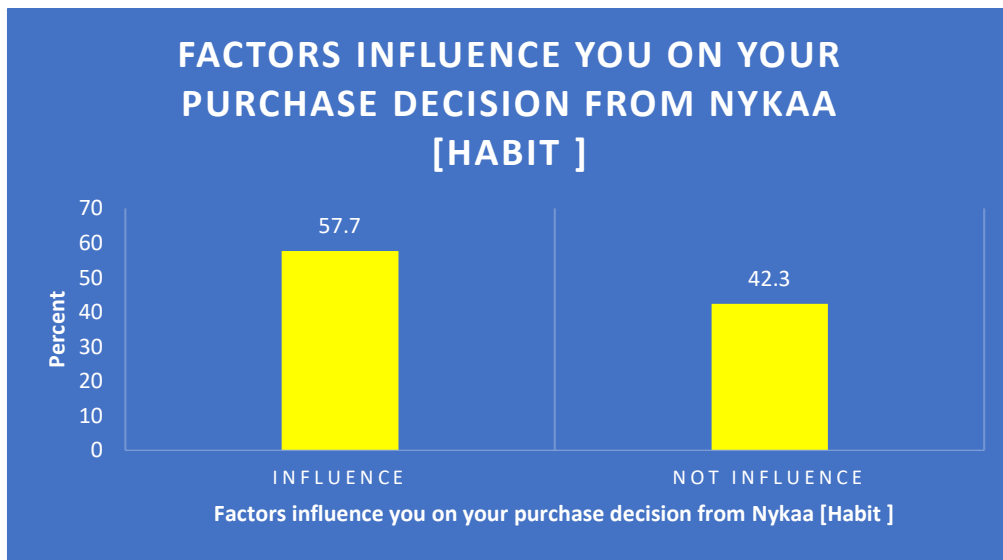
Table no. 7 (i): Classification of factors influencing the purchase decision of customers from Nykaa (Brand Name).

Factors influence you on your purchase decision from Nykaa [Brand Name]					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Influence**	134	85.9	85.9	85.9
	Not Influence	22	14.1	14.1	100.0
	Total	156	100.0	100.0	

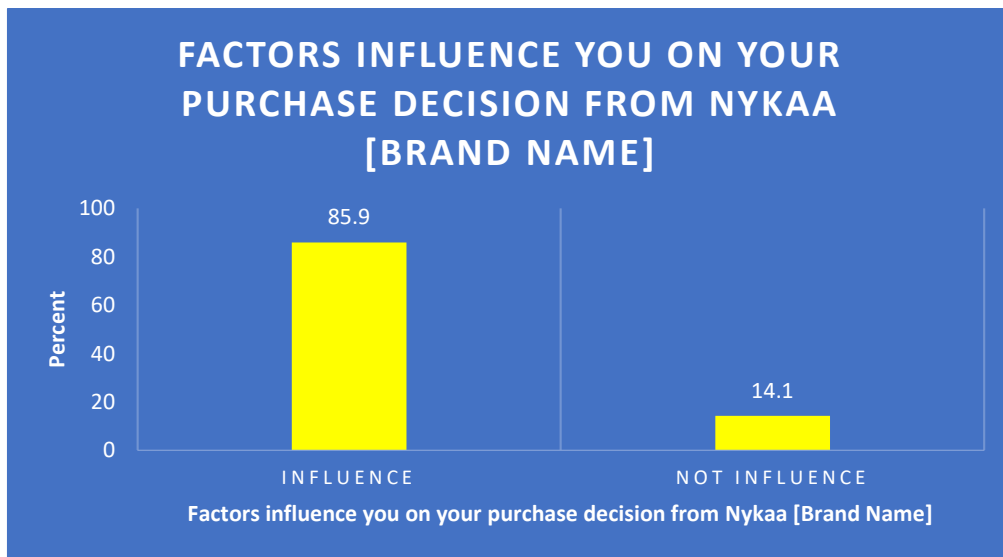## FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [BRAND NAME]

Table no. 7 (j): Classification of factors influencing the purchase decision of customers from Nykaa (Social Media/Influencer).

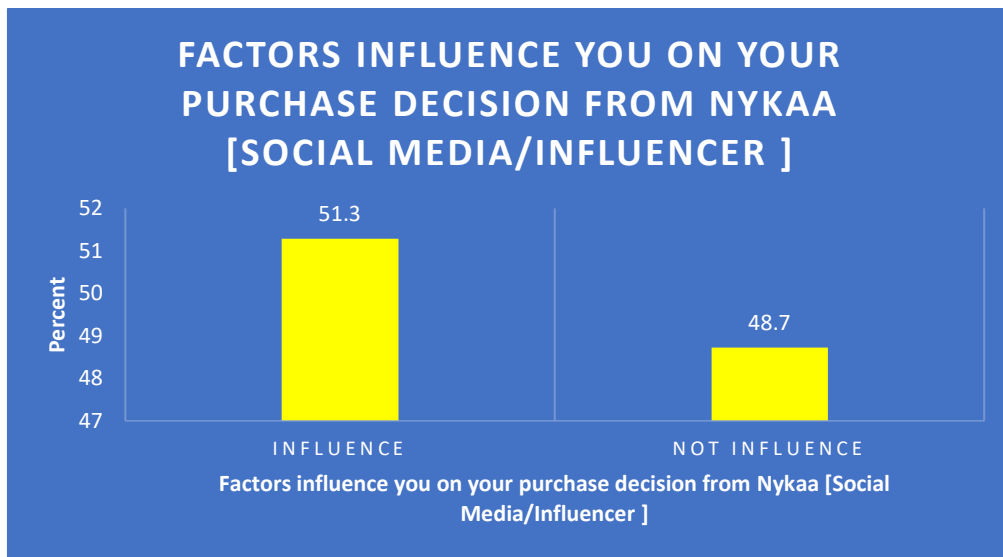| Factors influence you on your purchase decision from Nykaa [Social Media/Influencer]					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	80	51.3	51.3	51.3
	Not Influence	76	48.7	48.7	100.0
	Total	156	100.0	100.0	

Table no. 7 (l): Classification of factors influencing the purchase decision of customers from Nykaa (Celebrity Endorsements).

Factors influence you on your purchase decision from Nykaa [Celebrity Endorsements]				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Influence	72	46.2	46.2	46.2
	Not Influence	84	53.8	53.8	100.0
	Total	156	100.0	100.0	

FACTORS INFLUENCE YOU ON YOUR PURCHASE DECISION FROM NYKAA [CELEBRITY ENDORSEMENTS]

Figure: Factors influence you on your purchase decision from Nykaa [Celebrity Endorsements] — INFLUENCE: 46.4, NOT INFLUENCE: 53.8 (Percent)
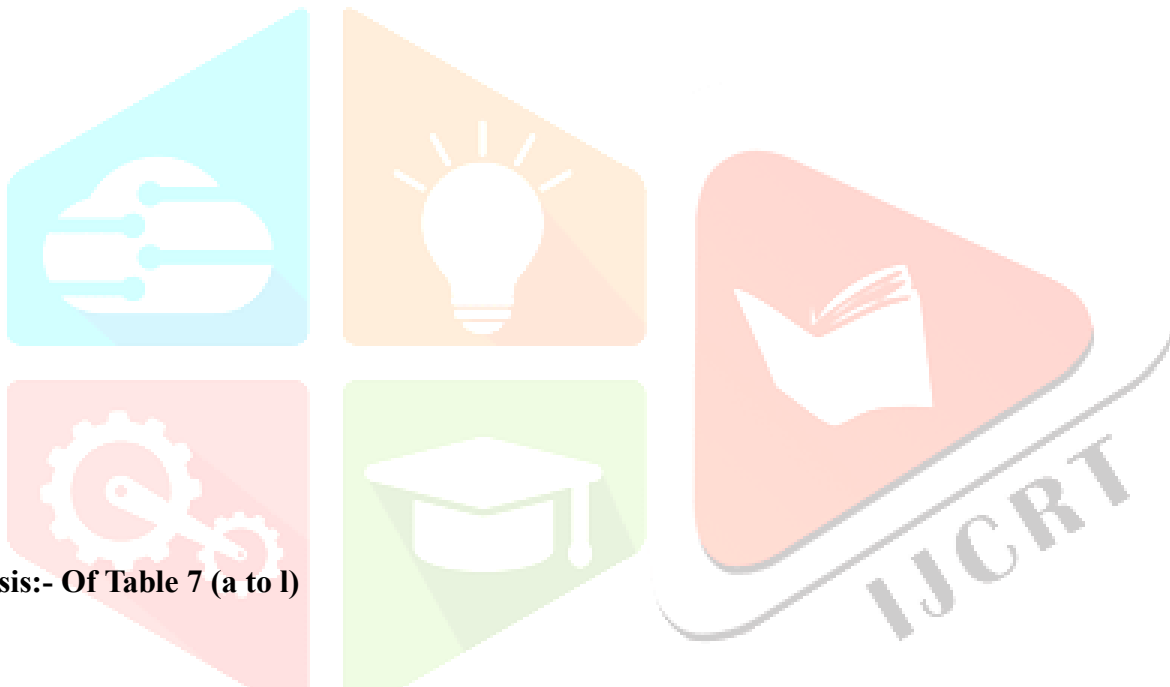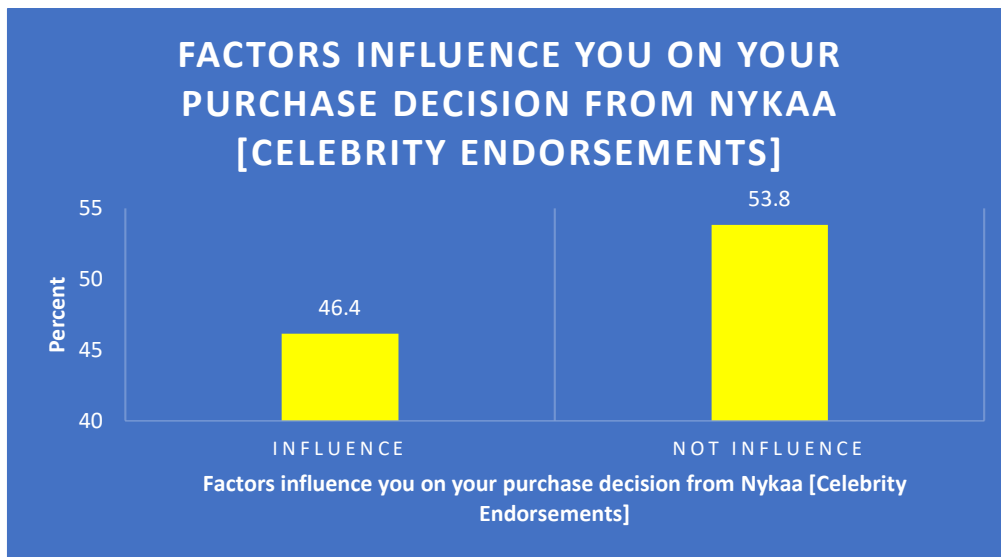
Analysis:- Of Table 7 (a to l)

After examining the sources from which customers discover about Nykaa, we proceed to determine the variables that actually motivate customers to buy from Nykaa.

- Customers are 80.1% influenced by name supply (availability), while 19.9% are not influenced.

- Affordability has a 73.7% impact and not has a 26.3% influence.

- Not ifluence by 44.2%, but personalized customer care impact by 55.8%.

- 90.4% of quality inclusion and 9.6% of non-influence.

- Influence from the distribution mechanism (delivery service is 62.8%, while non-influence is 37.2%.

- Product packaging has an 82.7% impact and a 17.3% lack of influence.

- Deals given on goods (discounts) have a 76.3% influencing effect and a 23.7% excluding effect.

- Due to routine (habits), 57.7% of respondents are influenced, compared to 42.3% who are not.

- Customers are influenced by company identity (brand name) by 85.9%, but only 14.1%.

- Customers can be influenced by social media/influencers by 51.3%, but they cannot be influenced by them by 48.7%.

- Only 46.2% of consumers are influenced by celebrity recommendations, and only 53.8% are influenced by them.

- This demonstrates that quality, with a number of 90.4%, has the greatest influence on customers' purchasing decisions.

Interpretation:-

Number of responses is shown on the Y-axis. The customer's purchase choice is classified along the X-axis according to a variety of variables, including affordability, availability, quality, the delivery system, and all other relevant factors.

Table no. 8: Classification on what bases products is chosen by customers

On what bases product is chosen by you				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand of the product	24	15.4	15.4	15.4
	Discounts	52	33.3	33.3	48.7
	Rating & Review Both	1	.6	.6	49.4
	Rating of the Product	25	16.0	16.0	65.4
	Review about the product	54	34.6	34.6	100.0
	Total	156	100.0	100.0	

Analysis:-

After discovering that customers' purchasing decisions and brand preferences are undoubtedly influenced by the quality, we move towards the criteria by which consumers select their goods.

- Customers choose their products based on the 34.6% of consumer evaluations that are available online (review of products).
- Discounts are applied in a nearly identical manner, with customers choosing their purchases based on 33.3% product reductions.
- Following by 16% was consumer disapproval of product ratings.
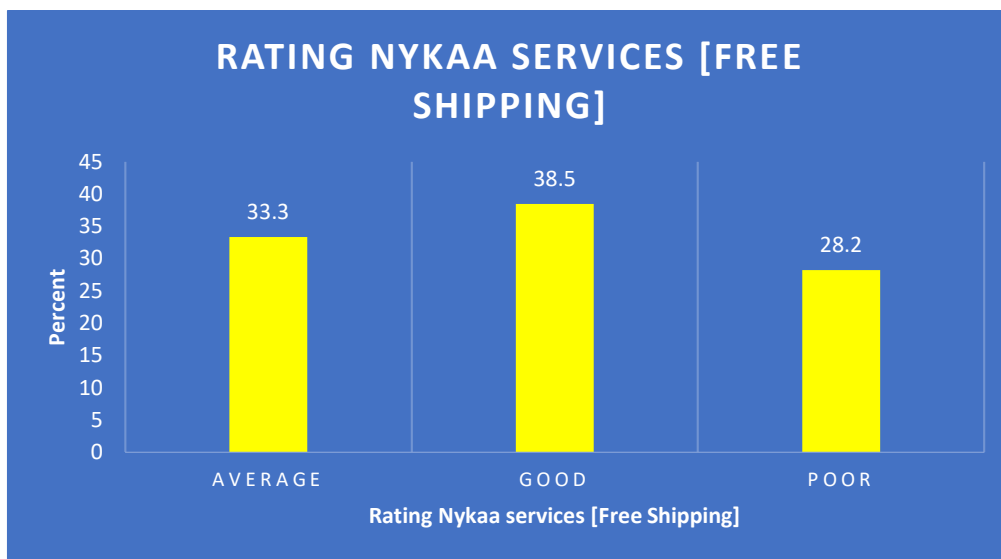- and 15.4% by the goods' brands.
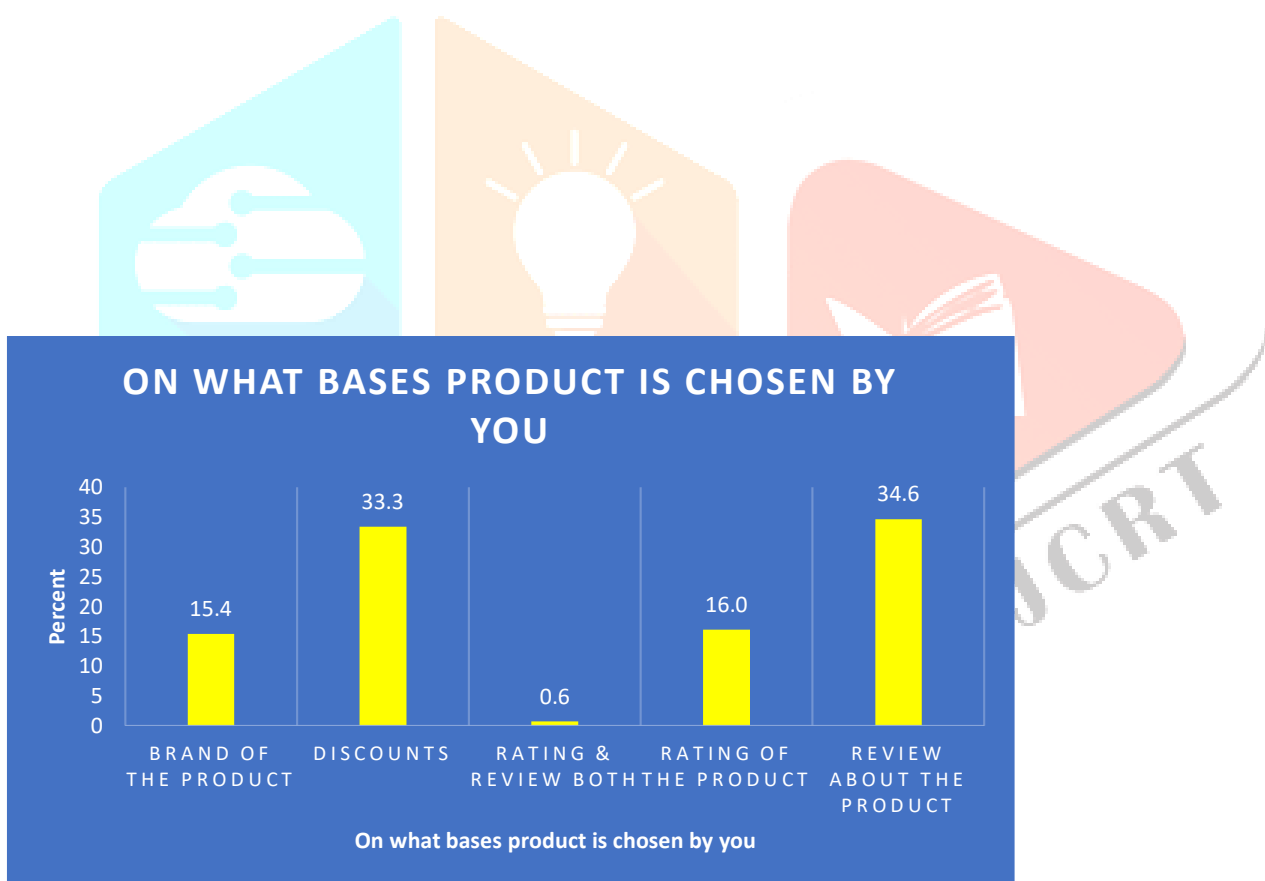
Interpretation:-

The number of responses shown on the Y-axis is between 0 to 40. What bases product chosen by the customer is classified along the X-axis according to a variety of variables, including the brand of the product, discounts, and rating & review about the product.

Table no. 9 (a): Classification on rating Nykaa services (cash on delivery)

Rating Nykaa services [Cash on delivery]					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	30	19.2	19.2	19.2
	Good	121	77.6	77.6	96.8
	Poor	5	3.2	3.2	100.0
	Total	156	100.0	100.0	
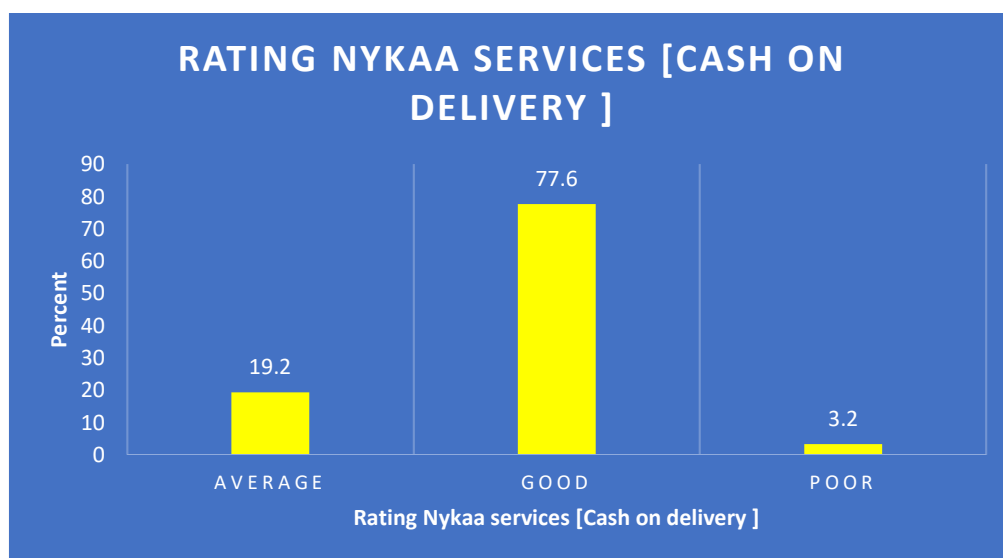
Table no. 9 (b): Classification on rating Nykaa services (Free Shipping)

Rating Nykaa services [Free Shipping]					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	52	33.3	33.3	33.3
	Good	60	38.5	38.5	71.8
	Poor	44	28.2	28.2	100.0
	Total	156	100.0	100.0	

RATING NYKAA SERVICES [FREE SHIPPING]

Bar chart titled "RATING NYKAA SERVICES [FREE SHIPPING]". Y-axis labeled "Percent" ranging from 0 to 45. X-axis shows categories: AVERAGE (33.3), GOOD (38.5), POOR (28.2). X-axis label: "Rating Nykaa services [Free Shipping]".

Analysis:- Of Tables 9 (a and b)

Now that we have arrived at Nykaa services, we will see how the company serves its customers.

- Cash on arrival has a 77.6% higher success rate (cash on delivery).

- whereas the average percentage is 19.2%.

- Moreover, 5 out of 156 individuals (3.2%) believe Nykaa offers subpar services.

As for delivery is complimentary According to user reviews, (free shipping).

- 38.5% of Nykaa's services are excellent. (good)
- 33.3% of customers believe Nykaa offers standard free delivery services. (average)
- The poor percentage, however, is 28.2%.

Interpretation:-

The quantity of replies is displayed on the Y-axis. While adding Average, Good, and Poor to the X-axis, we have the category of how customers feel about Nykaa's services mentioned.

Table no. 10: Classification of what customers look for first while selecting cosmetic products.

What do you look first when you buy a cosmetic product				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	1	.6	.6	.6
	Brands	23	14.7	14.7	15.4
	Durability	6	3.8	3.8	19.2
	Features	9	5.8	5.8	25.0
	Packaging	1	.6	.6	25.6
	Price	26	16.7	16.7	42.3
	Product assurance	9	5.8	5.8	48.1
	Quality	76	48.7	48.7	96.8
	Quantity	5	3.2	3.2	100.0
	Total	156	100.0	100.0	

Analysis:-

Now we'll look at what factors customers consider before purchasing cosmetic goods.
According to our survey taken,

- Customers chose that product primarily on the basis of its quality, with a percentage of 48.7%, which is quite high.

- Expense of the product by 16.7% of customers before choosing a cosmetic product.

- Following that, 14.7% believe that a brand will provide them with the finest cosmetic product, so they search first for a brand.

- Customers search for features and product guarantees before purchasing a product, according to 5.8%.

- Durability and quantity were trailed by 3.8% and 3.2%, respectively.

- Finally, marketing and packing are the factors that customers look at first before purchasing any cosmetic product, accounting for 0.6% of the total.

WHAT DO YOU LOOK FIRST WHEN YOU BUY A COSMETIC PRODUCT

Interpretation:-

The quantity of responses ranges from 0 to 60 on the Y-axis. Advertisements, Brands, Durability, Features, Packaging, Price, Product Assurance Quality, and Quantity are all elements that customers consider before buying cosmetics goods on the X-axis.
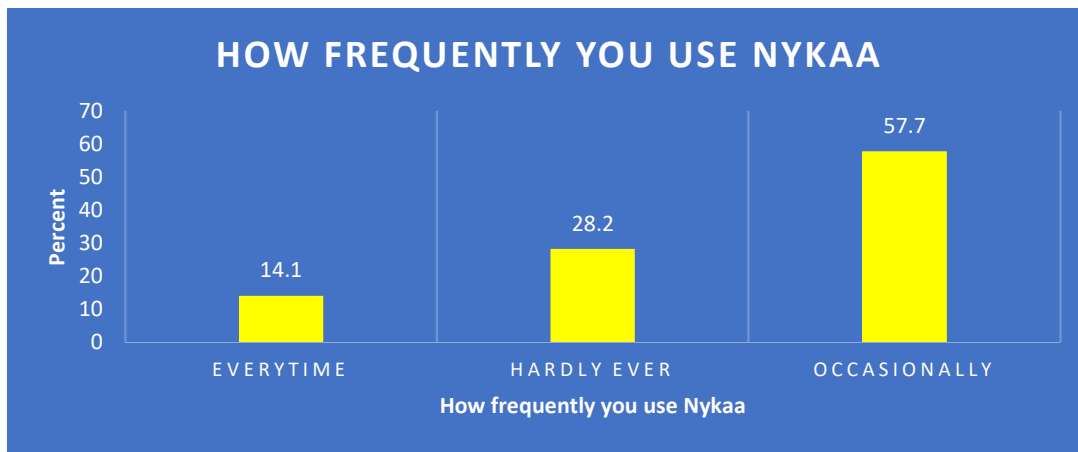
Table no. 11: Classification of how frequently respondents uses Nykaa.

How frequently do you use Nykaa				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everytime	22	14.1	14.1	14.1
	Hardly ever	44	28.2	28.2	42.3
	Occasionally	90	57.7	57.7	100.0
	Total	156	100.0	100.0	

Analysis:-

Following on from what customers look for first before buying any cosmetic product, we move on to how frequently respondents use Nykaa, and here are some results from our survey.

- 14.1% of consumers use them almost every time.

- The hardly ever used-by-customer ratio is 28.2%,

- and the occasional led-by-customer ratio is 57.7%, indicating that the occasional use of Nykaa is nearly high.

Interpretation:-

The number of responses ranges from 0 to 70 on the Y-axis. On the X-axis we head how frequently customers use Nykaa Every time, Hardly ever, and Occasionally
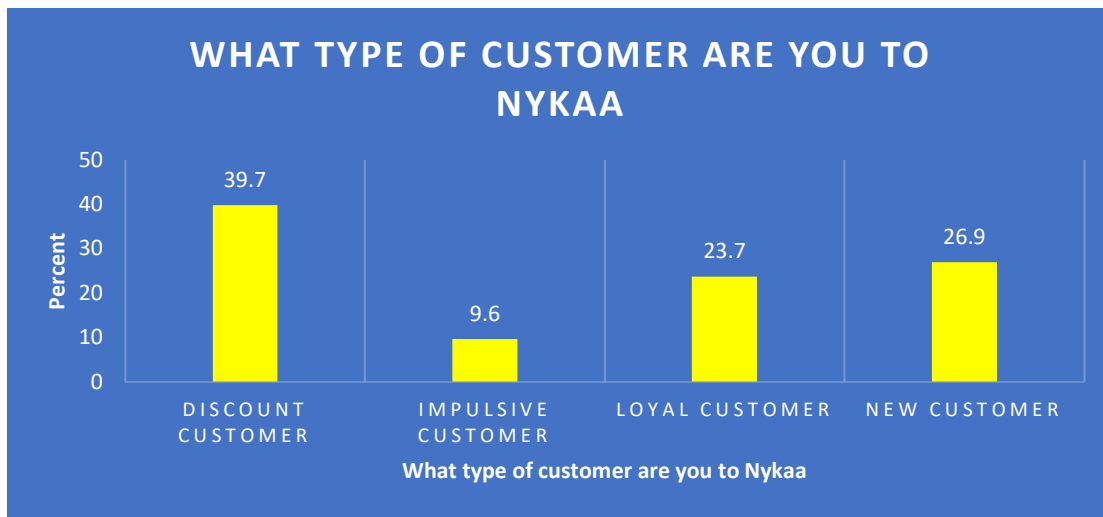
Table no. 12: Classification of what type of customers

What type of customer are you to Nykaa					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Discount customer**	62	39.7	39.7	39.7
	Impulsive customer	15	9.6	9.6	49.4
	Loyal customer	37	23.7	23.7	73.1
	New Customer	42	26.9	26.9	100.0
	Total	156	100.0	100.0	

Analysis:-

After looking at how many times consumers use Nykaa, we look at the types of customers in our survey, and the results are as follows:

- There are 39.7% more coupon clients. (discount)
- New clients accounted for 26.9% of the total.
- While 23.7% claim to be faithful Nykaa customers. (Loyal)
- and 9.6% are impulsive Nykaa clients.

WHAT TYPE OF CUSTOMER ARE YOU TO NYKAA

Chart showing Percent (Y-axis 0 to 50) vs What type of customer are you to Nykaa (X-axis):
- DISCOUNT CUSTOMER: 39.7
- IMPULSIVE CUSTOMER: 9.6
- LOYAL CUSTOMER: 23.7
- NEW CUSTOMER: 26.9

Interpretation:-

On the Y- axis number of respondents are from 0 to 45 and On the X- axis there are types of customer like Discount Customer, Impulsive, Loyal and New Customer.
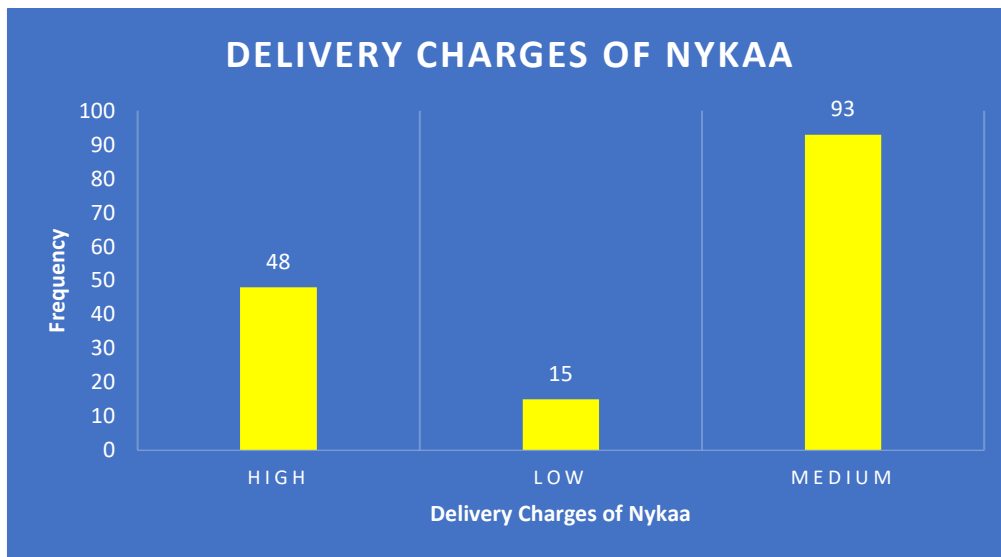
Table no. 13: Classification basis on delivery charges of Nykaa.

Delivery Charges of Nykaa					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**High**	48	30.8	30.8	30.8
	Low	15	9.6	9.6	40.4
	Medium	93	59.6	59.6	100.0
	Total	156	100.0	100.0	

Analysis:-

So now we'll explain how Nykaa's shipping costs work.

- By 59.6%, the majority of respondents believe transportation costs are moderate. (medium)
- Following that is a 30.8% transportation fee ratio given by the client. (high)
- and the buyer chose a low charges percentage of 9.6%.

DELIVERY CHARGES OF NYKAA

Interpretation:-

On the Y- axis number of respondents is from 0 to 100 and On the X- axis there are types of delivery charges like High, Low, and Medium.
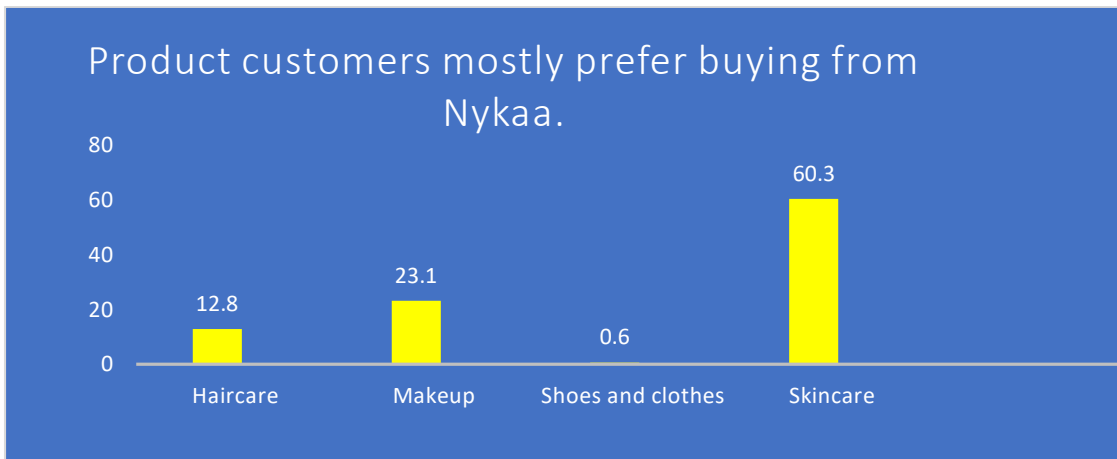
Table no. 14: Classification of which type of product customers mostly prefer buying from Nykaa.

Which type of Products do you prefer buying from Nykaa				
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Haircare**	20	12.8	12.8	12.8
	Makeup	36	23.1	23.1	35.9
	Shoes and clothes	1	.6	.6	38.5
	Skincare	94	60.3	60.3	100.0
	Total	156	100.0	100.0	

Analysis:-

Here we go with which types of goods customers prefer to purchase from Nykaa.

- Skincare is the most popular industry among customers, accounting for 60.3%.

- Makeup comes in second with 23.1%.

- Haircare came in third with 12.8%.

- Some consumers prefer to purchase shoes and clothing from Nykaa, which has a 0.6% conversion rate.

Product customers mostly prefer buying from Nykaa.

Category	Value
Haircare	12.8
Makeup	23.1
Shoes and clothes	0.6
Skincare	60.3

Interpretation:-

On the Y- axis number of respondents is from 0 to 80 and On the X- axis there are types of product customer mostly like to buy from Nykaa.

Table no. 15: Classification of Rate experience from Nykaa

Rate experience from Nykaa					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**1**	6	3.8	3.8	3.8
	2	3	1.9	1.9	5.8
	3	43	27.6	27.6	33.3
	4	85	54.5	54.5	87.8
	5	19	12.2	12.2	100.0
	Total	156	100.0	100.0	

Analysis:-

And at the end of our survey indicates customer experience with Nykaa.

- The fourth best-rated ratio is 54.5%, indicating that customers are satisfied with the company Nykaa.
- Third place with 27.6%.
- and 12.2% chose 5th, indicating that they are completely satisfied with Nykaa.
- While only 3.8% and 1.9% of respondents choose the first and second options, respectively.

RATE EXPERIENCE FROM NYKAA
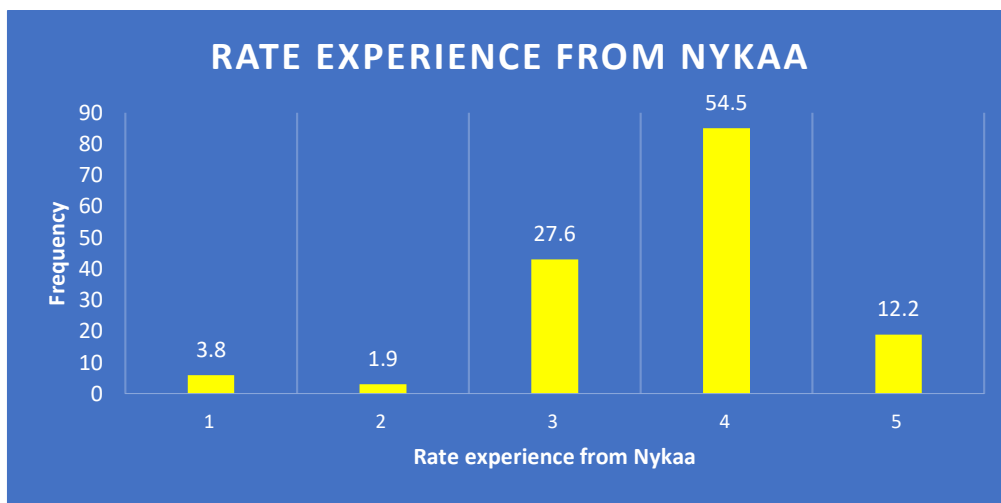
Interpretation:-

On the Y- axis number of respondents is from 0 to 90 and On the X- axis there are Rates 1 to 5.

Result and Finding

A survey with 156 answers was performed with Gen Z customers in mind. According to the above findings, 57.7% of respondents are female, while 42.3% are male.

A survey with 156 answers was performed to target Gen Z customers aged 15 to 25. According to the findings, 89.1% of the respondents were in this age category, making it the age group with the most responses. The second largest age category of respondents ranged from 26 to 35 years old, accounting for 7.1% of all respondents.

In terms of marital status, 91.7% are unmarried, while 8.3% are married.

The bulk of the 156 respondents in the poll, accounting for 73.7%, were students. Employees were the second most common employment, accounting for 14.7% of the total.

In this section, we demonstrate that there are numerous websites from which anyone can buy makeup for both men and women. We discovered which websites customers prefer to purchase cosmetics from through our poll.

• Nykaa is the most popular online site, with a user usage rate of 48.7%.

• Amazon ranks second with 31.4%.

• Flipkart has the third-highest rate with 7.7%, followed by Purple with 3.2% and Myntra with 2.6%, all while keeping the same meshoo ratio of 2.6%. • Ajio, Jio Mart, and the primary website each have 0.6%.

Following an examination of the sources from which customers learn about Nykaa, we continue to identify the variables that truly motivate customers to purchase from Nykaa.

• Name supply (availability) influences 80.1% of customers, while 19.9% are unaffected.

• Expense has a 73.7% effect and does not have a 26.3% influence.

• Personalized customer service has a 55.8% effect on ifluence.

• 90.4% incorporation of excellence and 9.6% non-influence.

• Distribution mechanism influence (delivery service is 62.8%, while non-influence is 37.2%.

• Product packaging has an effect of 82.7% and an absence of influence of 17.3%..

Following on from what customers look for first when purchasing any cosmetic product, we continue on to how frequently users use Nykaa, and here are some poll findings.

• 14.1% of customers use them almost every time, while 28.2% hardly ever use them.

• and the occasional led-by-customer percentage is 57.7%, showing that Nykaa is used on a regular basis.

We look at the kinds of customers in our poll after looking at how frequently consumers use Nykaa, and the findings are as follows:

• Coupon customers have increased by 39.7%. (discount)

• Fresh customers made up 26.9% of the total.

• While 23.7% say they are loyal Nykaa clients. • and 9.6% are impetuous Nykaa customers.

So now we'll go over how Nykaa's delivery charges operate.

• The majority of respondents (59.6%) think commuting expenses are moderate. (medium)

• The customer then provides a 30.8% transportation charge ratio. (high)

• and the buyer selected a modest fee rate of 9.6%.

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