



A Study On Omni-Channel Marketing Of Nykaa

¹Dr. R. Devi Prasanna, M.Com., M.Phil., MBA., PGDCA., PhD., NET., ²P. Nancy Nivedha, B.Com (PA).,

¹Assistant Professor, PG Department Of Commerce, Nirmala College For Women, Coimbatore, India

²PG Student, PG Department Of Commerce, Nirmala College For Women, Coimbatore, India

Abstract: In an era defined by interconnectedness and digital proliferation, businesses are compelled to adopt omni-channel marketing strategies to engage consumers effectively across various touchpoints. This study delves into the dynamic landscape of omnichannel marketing through a focused examination of Nykaa, a leading beauty and cosmetic retailer in India. This study contribute to both theoretical understanding and practical implications in the realm of omnichannel marketing. By elucidating the role of social media integration within Nykaa's omnichannel framework, this research provides valuable insights for marketers seeking to optimize their digital strategies.

KEYWORDS: Omnichannel marketing, Nykaa, Social media integration, Digital strategies, Customer satisfaction

I.INTRODUCTION

In an era marked by the relentless evolution of consumer preferences and the omnipresence of digital technologies, businesses are navigating a dynamic landscape that demands innovative approaches to engage and satisfy customers. One such paradigm that has gained prominence is omnichannel marketing – a strategy that seamlessly integrates various customer touchpoints to create a cohesive and holistic brand experience.

Nykaa has effectively integrated social media platforms into its omnichannel marketing mix to engage with its audience, drive brand awareness, and foster community interaction. Nykaa's omnichannel strategy extends beyond mere sales transactions to focus on delivering exceptional customer experiences at every touchpoint. From seamless navigation and personalized recommendations on its digital platforms to in-store beauty events.

OBJECTIVES OF THE STUDY

- To explore the role of Nykaa's omnichannel marketing efforts in building brand loyalty.
- To analyze the key components and channels integrated into Nykaa's omnichannel approach.
- To assess the impact of Nykaa's omnichannel strategy on customer experience and satisfaction.

STATEMENT OF THE PROBLEM

In the rapidly evolving landscape of modern commerce, businesses are confronted with the challenge of effectively engaging with consumers across multiple channels to deliver seamless and personalized experiences. While omnichannel marketing has emerged as a promising approach to address this challenge, there remains a gap in understanding the nuances of its implementation and impact on organizational performance. In the context of Nykaa, a leading beauty and lifestyle retailer in India, there is a need to evaluate the impact of social media integration on omnichannel marketing effectiveness.

SCOPE OF THE STUDY

This research focuses on Nykaa's omnichannel marketing strategy and its implications within the beauty and cosmetics sector. The study will encompass an analysis of digital platforms, physical stores, customer interactions in Nykaa's marketing initiatives.

II. REVIEW OF LITERATURE

Hayes, O. and Kelliher, F. (2022)¹ “ **The emergence of B2B omni-channel marketing in the digital era** ”, this study aims to provide a systematic review of omni-channel marketing and explore how it relates to business-to-business (B2B) marketing campaign development in the digital era. Omni-channel marketing evolution is tracked, exposing the areas in which research is most prevalent while also recognizing knowledge gaps. This study uses a systematic approach to explore omni-channel marketing. This study informs an omni-channel marketing model for business-to-business marketing campaign development to help advance concepts of omni-channel marketing's business-to-business customer engagement as an emerging phenomenon in the digital era. Omni-Channel Marketing is assumed to fit the criteria of an emerging concept as proposed in previous research studies. The proposed model presents the changing B2B omni-channel dynamics that can be used to create B2B Omni-Channel Marketing strategies, incorporating the myriad of B2B customer channels and touchpoints currently fabricating the modern B2B marketing terrain.

Seetharaman (2019)² “Omni-Channel Retailing: The key to success in the digital age”, this study aimed to investigate the impact of omni-channel retailing on customer satisfaction and loyalty. With the sample size of 300 consumers. The Objective is to assess how omni-channel strategies affect customer satisfaction and loyalty. In this study structured questionnaires were used to gather data from consumers. The study highlighted the importance of providing a consistent and integrated shopping experience across channels to enhance customer satisfaction and loyalty. It suggested that retailers should focus on personalization and convenience.

Ruemmele (2017)³ “The Impact of Multi-Channel and Omni-Channel Retailing on Retail Agglomeration”, this study explored how the adoption of omni-channel retailing influenced the dynamics of retail agglomeration. The objective of the study is to assess the impact of omni-channel retailing on retail agglomeration and competitiveness. In this study surveys and interviews with retailers were conducted. Data from 150 retail businesses were analyzed. The research didn't propose solutions but provided insights into how the competitive landscape of retail agglomeration might change with the adoption of omni-channel strategies.

III. RESEARCH METHODOLOGY

Research methodology is a way to solve the research problem systematically. It explains the various steps that are generally identified by a researcher in studying the research problem along with the logic behind it. Only through systematic procedure the researcher can achieve accuracy and clear conduction.

SOURCES OF DATA

The primary data were collected based on the structured questionnaire and the secondary data for the study have been collected from books, journals, articles and websites.

TOOLS USED

- Percentage analysis
- Chi-square test

LIMITATIONS

- The study was limited to 100 respondents only.
- The study was considered by the consumers opinion.

IV. FINDINGS OF THE STUDY

FINDINGS FROM PERCENTAGE ANALYSIS

TABLE 4.1.1

FACTORS INFLUENCING THE DECISION TO USE DIFFERENT CHANNELS WHEN INTERACTING WITH A BRAND

FACTORS INFLUENCING THE DECISION	NO OF RESPONDENTS	PERCENTAGE
Availability of discounts	38	38%
Consistent brand experience	24	24%
Convenience	22	22%
Recommendations	16	16%
TOTAL	100	100%

Source: Primary Data

The table 4.1.1 shows the factors influencing the decision to use different channels when interacting with a brand, where 38% of the respondents influencing factor is availability of discounts, 24% of the respondents influencing factor is consistent brand experience, 22% of the respondents influencing factor is convenience and 16% of the respondents influencing factor is recommendations.

38% of the respondents influencing factor to use different channels is availability of discounts.

TABLE 4.1.2

INFLUENCE OF OMNI-CHANNEL MARKETING STRATEGIES ON BRAND LOYALTY

INFLUENCE OF OMNI-CHANNEL MARKETING ON BRAND LOYALTY	NO OF RESPONDENTS	PERCENTAGE
Slightly	55	55%
Moderately	25	25%
Not at all	20	20%
TOTAL	100	100%

Source: Primary Data

The table 4.1.2 shows the influence of omni-channel marketing strategies on brand loyalty, where 55% of the respondents brand loyalty is slightly influenced, 25% of the respondents brand loyalty is moderately influenced and 20% of the respondents brand loyalty is not influenced by the omni-channel marketing strategies.

Majority 55% of the respondents brand loyalty is slightly influenced by omni-channel marketing strategies.

TABLE 4.1.3

FACTORS INFLUENCING PURCHASE DECISIONS OF NYKAA

FACTORS INFLUENCING PURCHASE DECISIONS	NO OF RESPONDENTS	PERCENTAGE
Recommendations from others	33	33%
Online reviews and ratings	24	24%
Social media ads	22	22%
In-store experiences	21	21%
TOTAL	100	100%

Source: Primary Data

The table 4.1.3 states the factors influencing purchase decisions on Nykaa, where 33% of the respondents influencing factor is recommendations from others, 24% of the respondents influencing factor is online reviews and ratings, 22% of the respondents influencing factor is social media ads and 21% of the respondents influencing factor is in-store experiences.

33% of the respondents influencing factor in purchase decision on Nykaa is recommendations from others.

FINDINGS FROM CHI- SQUARE TEST

TABLE 4.2.1

COMPARISON BETWEEN GENDER AND LEVEL OF SATISFACTION

H_0 : There is no significant relationship between gender and level of satisfaction.

H_1 : There is significant relationship between gender and level of satisfaction.

FACTORS	PEARSON CHI-SQUARE VALUE	DF	P VALUE
Gender	1.960 ^a	1	.162
Level of satisfaction	35.840 ^b	3	.001

Source: Primary Data

From the above table 4.2.1, it is clear that the P value is higher than the 5% level of significance therefore the null hypothesis is accepted. Hence there is no significant relationship between gender and level of satisfaction.

TABLE 4.2.2

COMPARISON BETWEEN AGE AND LEVEL OF SATISFACTION

H_0 : There is no significant relationship between age and level of satisfaction.

H_1 : There is significant relationship between age and level of satisfaction.

FACTORS	PEARSON CHI-SQUARE VALUE	DF	P VALUE
Age	45.840 ^a	3	.001
Level of satisfaction	37.440 ^a	3	.001

Source: Primary Data

From the above table 4.2.2, it is clear that the P value is less than the 5% level of significance therefore the null hypothesis is rejected.

Hence there is significant relationship between age and level of satisfaction.

CONCLUSION

Nykaa's omnichannel strategy plays a pivotal role in fostering brand loyalty among its customer base. By providing a consistent and personalized experience across digital platforms and physical stores, Nykaa has successfully cultivated strong relationships with its customers, leading to repeat purchases and positive word-of-mouth recommendations. The study shows the importance of a well-executed omnichannel marketing strategy in the beauty and cosmetics sector, with Nykaa serving as a prime example of success in this realm. By continually refining its approach and adapting to evolving consumer preferences, Nykaa can further solidify its position as a leader in the industry, driving continued growth and success in the competitive marketplace.

REFERENCE

- www.investopedia.com
- www.researchgate.net
- www.researchpublish.com

