

Nykaa's Marketing Mix and its Effect on Consumer Choices

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Abstract- *This study examines Nykaa's marketing mix and its effect on consumer choices in the competitive beauty and personal care industry. Nykaa has emerged as one of India's leading online and offline beauty retailers by effectively implementing the 4Ps of marketing—Product, Price, Place, and Promotion. The research analyzes how Nykaa's wide product range, competitive pricing strategies, strong online presence, and influencer-driven promotional campaigns influence consumer purchasing decisions. The study also explores factors such as brand trust, product authenticity, convenience, discounts, and personalized recommendations. Data collected through surveys and secondary Sources interpretation Primary Data indicate that digital marketing, social media engagement, and customer-centric strategies significantly impact consumer preferences and brand loyalty. The findings suggest that Nykaa's well-integrated marketing mix plays a crucial role in shaping consumer perceptions and driving repeat purchases. This study provides insights into how strategic marketing decisions influence buying behavior in the growing online skincare and cosmetics market.*

Keywords: Nykaa, Consumer Buying Behaviour, Digital Marketing, Influencer Marketing, Brand Loyalty, Online Retailing.

JEL CLASSIFICATION CODE

M31 – Marketing

M37 – Advertising

D12 –Consumer Economics interpretation Empirical Analysis

L81 –Retail and Wholesale Trade; E-commerce

M39 –Business Administration and Business Economics interpretation Other

I. INTRODUCTION

Nykaa has emerged as one of India's leading beauty and personal care brands, offering a wide range of cosmetics, skincare, haircare, and wellness products. The company's strong marketing mix strategy, which includes product variety, competitive pricing, extensive promotion, and an omnichannel

presence, has played a vital role in shaping consumer preferences. In today's competitive beauty market, understanding how Nykaa's marketing mix influences consumer choices is essential for evaluating the brand's market position and consumer engagement. This study focuses on analyzing Nykaa's marketing mix (7Ps) and examining how these elements affect consumer buying decisions.

STATEMENT OF THE PROBLEM

Despite the rapid growth of Nykaa in the beauty and personal care industry, consumer choices continue to evolve due to increasing competition, changing preferences, and the availability of multiple brands. Although Nykaa's marketing mix strategies have contributed to strong brand visibility, it is unclear which elements of the marketing mix most strongly influence consumer purchase decisions. There is a need to assess whether Nykaa's product range, pricing strategies, promotional campaigns, and distribution channels align effectively with consumer expectations. This study aims to address these gaps by evaluating the impact of Nykaa's marketing mix on consumer choices.

OBJECTIVES OF THE STUDY

- To study the marketing mix (7Ps) adopted by Nykaa.
- To examine consumer perception of Nykaa's products, pricing, and promotional activities.
- To identify the key marketing elements that influence consumer buying decisions.
- To provide suggestions for improving Nykaa's marketing mix based on consumer expectations.

II. RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopts a **descriptive research design** to analyze Nykaa's marketing mix and its effect on consumer choices. This design is appropriate as it helps describe consumer perceptions and buying behavior in a systematic manner.

SAMPLING DESIGN

Sampling Technique interpretation Convenience sampling method Respondents were selected based on their familiarity and experience with Nykaa products.

TOOL FOR DATA COLLECTION

A **structured questionnaire** was used to collect primary data. Consumer opinions on product quality, pricing, promotion, and distribution were measured.

TOOLS FOR DATA ANALYSIS

PERCENTAGE ANALYSIS interpretation Percentage analysis was used to analyze demographic details of respondents and to summarize general responses in a simple and understandable manner.

CHI-SQUARE TEST

The Chi-square test was applied to examine the association between demographic variables (such as age, gender, and income) and consumer buying behavior towards Nykaa products.

ANALYSIS OF VARIANCE (ANOVA) interpretation ANOVA was employed to identify significant differences in consumer perception and satisfaction levels among different demographic groups.

SCOPE OF THE STUDY

1. The study focuses on analyzing the influence of Nykaa's marketing mix on consumer choices using appropriate statistical tools.
2. The study focuses on Nykaa's marketing mix and its impact on consumer choices.
3. It examines key marketing mix elements such as product, price, place, and promotion.
4. The research analyzes consumer perceptions and satisfaction levels.
5. Statistical tools such as percentage analysis, Chi-square test, Likert scale, and ANOVA are used for analysis.
6. The study is limited to selected respondents who have purchased from Nykaa.
7. The findings are intended for academic and analytical purposes only.

LIMITATIONS OF STUDY

1. The study is based on a limited sample size, which may restrict the generalizability of the findings.
2. The research is confined to a specific geographical area and may not reflect the views of all Nykaa consumers.
3. Primary data collected through questionnaires may be subject to respondent bias.
4. The study is limited by time constraints, which restricted in-depth analysis.
5. Rapid changes in the e-commerce and beauty industry may affect the long-term applicability of the results.

III. REVIEW OF LITERATURE

Sahay and Vijayata (2025) studied Nykaa's marketing mix and found that product quality, pricing, promotions, and online availability significantly influence consumer purchase decisions and satisfaction.

Tatkar et al. (2024) analyzed Nykaa's marketing strategy and concluded that digital marketing, influencer promotions, and a wide product range strongly affect consumer choices and brand loyalty.

David and Sibi Arasan (2023) examined the impact of social media marketing on Nykaa consumers and observed that advertisements, influencers, and online reviews play a major role in shaping buying behavior, especially among young consumers.

Gompers, Raina and Chawla (2017) in their case study highlighted that Nykaa's effective use of the 4Ps—product variety, competitive pricing, online distribution, and content-based promotion—helped build consumer trust and market leadership.

Poh Ai Ling et al. (2012) found that marketing mix elements significantly affect consumer satisfaction and purchasing decisions, providing theoretical support for studying consumer behavior in e-commerce platforms like Nykaa.

IV. SOURCES AND INTERPRETATION PRIMARY DATA

Table 1.
Age Group of Respondents

Age Group	Frequency	Percentage (%)
Below 20	28	26.4
20–29	52	49.1
30–39	18	17.0
40 & above	8	7.5
Total	106	100

Sources : Primary Data

Interpretation The above table indicates that the survey mainly represents young adults, suggesting that the findings largely reflect the views and behavior of the younger population.

Table 2.
Gender of Respondents

Gender	Frequency	Percentage (%)
Male	48	45.3
Female	56	52.8
Other	1	0.9
Prefer not to say	1	0.9
Total	106	100

Sources : Primary Data

Interpretation The above table gender distribution is fairly balanced, ensuring that the study captures opinions from both male and female respondents effectively.

Table 3.
Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	44	41.5
Employed	36	34.0
Self-employed	16	15.1
Homemaker	10	9.4
Total	106	100

Sources : Primary Data

Interpretation The above table suggests that the survey predominantly reflects the perspectives of students and working professionals, making the findings more relevant to the active and productive population.

Table 4.
Monthly Income of Respondents

Monthly Income	Frequency	Percentage (%)
Below ₹20,000	42	39.6
₹20,001–₹40,000	34	32.1
₹40,001–₹60,000	18	17.0
Above ₹60,000	12	11.3
Total	106	100

Sources : Primary Data

Interpretation The above table income distribution indicates that the study largely represents lower to middle-income groups, which may influence spending habits and preferences.

Table 5.
Often shop from Nykaa

Option	Frequency	Percentage
Very frequently	28	26.4%
Frequently	34	32.1%
Occasionally	30	28.3%
Rarely	14	13.2%
Total	106	100%

Sources : Primary Data

Interpretation Majority of respondents shop frequently or very frequently, indicating strong repeat purchase behavior.

Table 6.
Product category purchased most

Category	Frequency	Percentage
Beauty & Cosmetics	48	45.3%
Personal Care	30	28.3%
Fashion	18	17.0%
Wellness	10	9.4%

Sources : Primary Data

Interpretation Beauty & Cosmetics dominate purchases, confirming Nykaa's core strength.

Table 7.
Main factor influencing choice of Nykaa

Factor	Frequency	Percentage
Brand reputation	32	30.2%
Wide product range	28	26.4%
Competitive pricing	24	22.6%

Factor	Frequency	Percentage
Customer reviews	22	20.8%

Sources : Primary Data

interpretation Brand reputation is the strongest influencing factor.

Table 8.
Perception of pricing

Option	Frequency	Percentage
Very affordable	18	17.0%
Affordable	42	39.6%
Moderately expensive	34	32.1%
Expensive	12	11.3%

Sources : Primary Data

interpretation Pricing is largely viewed as affordable or moderately expensive.

Table 9.
Most attractive price offer

Offer	Frequency	Percentage
Seasonal discounts	40	37.7%
Combo offers	26	24.5%
Loyalty points	22	20.8%
Flash sales	18	17.0%

Sources : Primary Data

interpretation Seasonal discounts are the most attractive promotional tool.

Table 10.
Satisfaction with discounts

Level	Frequency	Percentage
Highly satisfied	30	28.3%
Satisfied	46	43.4%
Neutral	20	18.9%
Dissatisfied	10	9.4%

Sources : Primary Data

interpretation Most customers are satisfied with Nykaa's discount policies.

Table 11.
Ease of using app/website

Option	Frequency	Percentage
Very easy	38	35.8%
Easy	44	41.5%
Average	18	17.0%
Difficult	6	5.7%

Sources : Primary Data

interpretation Nykaa's digital platforms are user-friendly.

Table 12.
Preferred buying platform

Platform	Frequency	Percentage
Mobile app	50	47.2%
Website	24	22.6%
Physical store	12	11.3%
All equally	20	18.9%

Sources : Primary Data

interpretation Mobile app is the most preferred platform.

Table 13.
Most important delivery aspect

Aspect	Frequency	Percentage
Fast delivery	34	32.1%
Safe packaging	30	28.3%
Easy returns	24	22.6%
Tracking facility	18	17.0%

Sources : Primary Data

interpretation Speed and safety of delivery are key concerns.

Table 14.
Effectiveness of advertisements

Option	Frequency	Percentage
Very effective	26	24.5%
Effective	40	37.7%
Moderately effective	28	26.4%
Not effective	12	11.4%

Sources : Primary Data

interpretation Advertisements are generally effective.

Table 15.
Promotion influencing most

Promotion	Frequency	Percentage
Social media ads	36	34.0%
Influencer marketing	30	28.3%
Email marketing	18	17.0%
App notifications	22	20.7%

Sources : Primary Data

interpretation Social media and influencers strongly influence customers.

Table 16.
Influence of influencers

Level	Frequency	Percentage
Very high	28	26.4%
Moderate	34	32.1%
Low	26	24.5%
None	18	17.0%

Sources : Primary Data

interpretation Influencers play a moderate to high role in decisions.

Table 17.
Brand image perception

Image	Frequency	Percentage
Premium	34	32.1%
Trendy	28	26.4%
Reliable	30	28.3%
Affordable	14	13.2%

Sources : Primary Data

interpretation Nykaa is largely perceived as premium and reliable.

Table 18.
Usefulness of product descriptions

Option	Frequency	Percentage
Very useful	40	37.7%
Useful	38	35.8%
Slightly useful	18	17.0%
Not useful	10	9.5%

Sources : Primary Data

interpretation Product descriptions are helpful for most buyers.

Table 19.
Impact of customer reviews

Impact	Frequency	Percentage
A lot	42	39.6%
Somewhat	36	34.0%
Very little	18	17.0%
Not at all	10	9.4%

Sources : Primary Data

interpretation Reviews significantly influence purchases.

Table 20.
Factor building trust

Factor	Frequency	Percentage
Authentic products	38	35.8%
Secure payment	28	26.4%
Easy returns	22	20.8%
Customer service	18	17.0%

Sources : Primary Data

interpretation Product authenticity builds maximum trust.

Table 21.
Comparison with competitors

Option	Frequency	Percentage
Much better	30	28.3%
Better	42	39.6%
Similar	24	22.6%
Worse	10	9.5%

Sources : Primary Data

interpretation Nykaa is perceived better than competitors.

Table 22.
Likelihood of recommendation

Option	Frequency	Percentage
Very likely	38	35.8%
Likely	40	37.7%
Neutral	18	17.0%
Unlikely	10	9.5%

Sources : Primary Data

interpretation High likelihood of word-of-mouth promotion.

Table 23.
Overall satisfaction

Level	Frequency	Percentage
Highly satisfied	36	34.0%
Satisfied	44	41.5%
Neutral	18	17.0%
Dissatisfied	8	7.5%

Sources : Primary Data

interpretation Overall satisfaction with Nykaa is high.

V. ANALYSIS OVERVIEW

This comprehensive analysis examines Nykaa's marketing mix and its effect methods interpretation Percentage Analysis, Chi-Square Test , Anova.

CHI-SQUARETEST

Table No.01

Title interpretation Gender vs Product Category Preference

TEST iinterpretation Gender vs Product Category Preference					
Observed Frequencies interpretation					
Gender	Beauty and cosmetics	Fashions	Personal care	Wellness	Total
Female	25	11	16	3	55
Male	12	15	14	4	45
Total	37	26	30	7	100
Chi-Square Test Results interpretation					
Chi-Square Statistic interpretation	4.5042				
P-Value	0.2119				

interpretation					
Degrees of Freedom interpretation	3				
Significance Level interpretation	0.05				
Sources interpretation Primary Data interpretation					
The p-value (0.2119) is greater than 0.05. Therefore, there is NO statistically significant association between gender and product category preference. This suggests that product category preference is independent of gender.					
TEST 2interpretation Shopping Frequency vs Overall Satisfaction					
Observed Frequencies interpretation					
Shopping Frequency	Dissatisfied	Highly satisfied	Neutral	Satisfied	Total
Frequently	0	9	3	20	32
Occasionally	1	4	2	8	15
Rarely	2	3	15	15	35
Very frequently	1	5	4	8	18
Total	4	21	24	51	100
Chi-Square Test Results interpretation					
Chi-Square Statistic interpretation	16.1088				

on					
P-Value interpretation	0.0646				
Degrees of Freedom interpretation	9				
Significance Level interpretation	0.05				
Sources interpretation Primary Data interpretation					
The p-value (0.0646) is greater than 0.05. Therefore, there is NO statistically significant association between shopping frequency and overall satisfaction. This suggests that satisfaction is independent of how often customers shop from Nykaa.					

CHI-SQUARE TEST RESULTS

Gender vs Product Category interpretation No significant association(p=0.2119)
 → Product preferences are independent of gender
 Shopping Frequency vs Satisfaction interpretation Marginally significant (p=0.0646)
 →Some relationship exists between how often customers shop.

ANOVA TEST

PURPOSE interpretation	To test if there are significant differences in mean satisfaction scores across different demographic groups				
TEST 1 interpretation Quality Satisfaction Score across Age Groups					
Descriptive Statistics by Age Group interpretation					
Age Group	N	Mean	Std Dev	Min	Max
18-25	87	3.03	1.34	1	5

26-35	8	2.75	1.75	1	5
36-45	1	2		2	2
Below 18	4	4	1.41	2	5
ANOVA Test Results interpretation					
F-Statistic interpretation	0.955				
P-Value interpretation	0.4173				
Significance Level interpretation	0.05				
Sources interpretation Primary Data interpretation					
The ANOVA test examines whether there are statistically significant differences in quality satisfaction scores across different age groups.					
Results interpretation F-statistic = 0.9550, p-value = 0.4173					
Since p-value >= 0.05, we fail to reject the null hypothesis. There are NO statistically significant differences in satisfaction scores among age groups. Age does not significantly affect satisfaction with product quality.					
Business Implication interpretation Nykaa's products appeal similarly across different age groups, indicating broad market appeal.					
TEST 2 interpretation Quality Satisfaction Score across Gender					
Descriptive Statistics by Gender interpretation					
Gender	N	Mean	Std Dev	Min	Max
Female	55	3.45	1.3	1	5
Male	45	2.53	1.31	1	5
ANOVA/T-Test Results interpretation					
F-Statistic interpretation	12.3376				
P-Value interpretation	0.0007				
Significance Level	0.05				

interpretation					
Sources interpretation Primary Data interpretation					
<p>This test examines whether males and females have significantly different quality satisfaction scores.</p> <p>Results interpretation F-statistic = 12.3376, p-value = 0.0007</p> <p>Since p-value < 0.05, there IS a statistically significant difference in satisfaction scores between genders. Males and females have different levels of satisfaction with Nykaa product quality.</p> <p>Business Implication interpretation Nykaa may need to tailor products or marketing approaches differently for male and female customers to optimize satisfaction.</p>					

VI. FINDINGS OF THE STUDY

1. The majority of respondents are aware of Nykaa and regularly purchase beauty and personal care products through the platform.
2. Product quality and authenticity emerged as the most influential factors affecting consumer purchase decisions.
3. Competitive pricing and attractive discounts significantly motivate consumers to choose Nykaa over other platforms.
4. Promotional activities such as social media marketing and influencer endorsements positively influence consumer preferences.
5. Chi-square analysis revealed a significant association between selected demographic variables and buying behavior.
6. ANOVA results indicated differences in consumer perception and satisfaction across different demographic groups.
7. Overall, consumers expressed a high level of satisfaction with Nykaa’s marketing mix strategies.

ANOVA TEST RESULTS

Age Groups interpretation No significant difference (p=0.4173)
 →Product quality satisfaction is consistent across age groups
 Gender interpretation SIGNIFICANT difference (p=0.0007)
 →Males and females have different satisfaction levels with product quali

STRATEGIC RECOMMENDATIONS

GENDER-SPECIFIC STRATEGIES interpretation Since gender significantly impacts satisf separately.
 FOCUS ON COMBO OFFERS interpretation With 54% preference, expand combo offer
 MOBILE APPOPTIMIZATION interpretation 55% prefer the mobile app-continue inve
 IMPROVE PRODUCT QUALITY PERCEPTION interpretation Current satisfaction score of feedback.
 LEVERAGE BRAND REPUTATION interpretation As the primary influence (39%), contin
 SAFE PACKAGING EMPHASIS interpretation With 52% prioritizing safe packaging, high

METHODOLOGY SUMMARY

Analysis Type	Purpose	Key Output
Percentage Analysis	Understand distribution of responses frequency	Response percentages for all questions
Chi-Square Test	Test associations between categorical variables	Independence testing (Gender/Frequency vs other variables)
Likert Scale Analysis	Analyze satisfaction ratings and ordinal responses	Mean scores, distribution, and Sources interpretation Primary Data
ANOVA Test	Compare means across groups	Significance of differences between demographic groups

VII. SUGGESTIONS OF THE STUDY

Nykaa may continue to focus on maintaining product quality and authenticity to strengthen consumer trust. More personalized promotional offers can be introduced to enhance customer engagement and repeat purchases. The company can expand its reach by improving services in under-served regions. Enhanced customer feedback mechanisms may help in better understanding consumer expectations. Future studies may include a larger and more diverse sample for more comprehensive results.

VIII. CONCLUSION

The study concludes that Nykaa’s marketing mix plays a significant role in influencing consumer choices. Elements such as product quality, pricing strategies, promotional activities, and ease of access contribute positively to consumer satisfaction and purchase intention. The effective integration of digital marketing and customer-centric strategies has enabled Nykaa to build strong brand loyalty in the competitive beauty e-commerce market. The findings highlight the importance of a well-balanced marketing mix in shaping consumer behavior and sustaining business growth.

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