

A Study on Social Marketing and Brand Awareness on Nykaa Products with Special Reference to Coimbatore City

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ABSTRACT

This study examines the impact of social media marketing on brand awareness of Nykaa products with special reference to Coimbatore city. In the current digital era, social media platforms such as Instagram, YouTube, and Facebook play a crucial role in influencing consumer behavior and promoting brands. Nykaa effectively utilizes these platforms through advertisements, influencer marketing, product reviews, and tutorials to reach a wider audience. The primary objective of the study is to analyze the level of brand awareness among consumers and to understand how social media marketing influences their buying decisions. The research is based on primary data collected through a structured questionnaire from 100 respondents in Coimbatore city using convenience Sampling method.

Keywords: Social Media Marketing, Brand Awareness, Nykaa, Consumer Behavior, Buying Decision.

INTRODUCTION OF THE STUDY

In today's digital era, social media has become an essential part of people's daily lives. It plays a significant role in communication, entertainment, and information sharing. With the rapid growth of internet usage, businesses have shifted from traditional marketing methods to digital platforms. Social media marketing has emerged as one of the most effective tools for promoting products and services, creating brand awareness, and engaging with customers. Platforms such as Instagram, YouTube, and Facebook allow companies to reach a wide audience and influence consumer behavior in a cost-effective manner.

Nykaa is one of India's leading beauty and wellness e-commerce companies, founded in 2012. The company offers a wide range of cosmetic, skincare, and personal care products from various national and international brands. Nykaa has successfully combined online and offline retail strategies to create a strong presence in the market. Its user-friendly website, mobile application, and retail stores provide customers with a convenient shopping experience. Over the years, Nykaa has built a strong brand image

and gained the trust of millions of customers across India.

OBJECTIVE OF THE STUDY

- To study the concept of social media marketing in the beauty industry.
- To analyze the role of social media in creating brand awareness for Nykaa in Coimbatore city.
- To understand consumer perception towards Nykaa's marketing strategies in Coimbatore.
- To examine the effectiveness of Instagram in promoting Nykaa products among Coimbatore consumers.

SCOPE OF THE STUDY

- ❖ The study focuses on analyzing the brand positioning strategies of Nykaa in the beauty and lifestyle industry.
- ❖ It includes the analysis of consumer perception, engagement, and purchase behavior influenced by social media.
- ❖ The research covers both primary data (questionnaire responses) and secondary data (articles, websites, and social media content).

LIMITATIONS OF THE STUDY

- The study is limited to respondents from Coimbatore only.
- The sample size is small and may not represent the entire population.
- The study is conducted within a limited time period.
- Some data is based on secondary sources, which may not be fully accurate.

STATEMENT OF THE PROBLEM

In the modern digital environment, the beauty and lifestyle industry has become highly competitive, requiring brands to adopt effective strategies to stand out in the market. Brand positioning plays a crucial role in creating a unique identity and influencing consumer perception. At the same time, social media platforms have emerged as powerful tools for marketing, enabling brands to reach a wider audience and enhance brand awareness. Nykaa has successfully utilized social media marketing, particularly through Instagram, to promote its products and engage with customers. Through digital campaigns, influencer collaborations, and interactive content, Nykaa has strengthened its presence in the beauty market.

REVIEW OF LITERATURE

- Gupta (2018) studied digital marketing and found that social media platforms play a major role in promoting brands. The study explains that online content, advertisements, and engagement strategies help increase brand awareness. It also highlights that digital platforms are more effective than traditional marketing methods.
- Kotler & Keller (2016) explained that strong brand awareness leads to customer trust and loyalty. The study shows that marketing strategies and communication channels influence consumer perception. It also emphasizes the importance of brand positioning.
- Tauten & Solomon (2017) focused on social media marketing and its impact on customer engagement. The study found that interactive

content such as videos and tutorials attracts more users. It also explains how brands build relationships through social platforms.

RESEARCH METHODOLOGY

The research methodology explains the methods and techniques used to collect and analyze data for the study on Nykaa with reference to social media marketing and brand awareness.

Research Design

The study follows a descriptive research design, as it aims to describe consumer awareness, perception, and behavior towards Nykaa and its social media marketing.

Sampling size

The study is based on 100 Respondents include social media users and Nykaa customers

Data Collection

There are two types of data

Primary data

Secondary data

Primary data:

In this study, primary data is collected through a structured questionnaire. Responses are gathered from people in Coimbatore. include opinions about Nykaa, its products, and social media influence.

Secondary data:

Secondary data refers to the data that is already collected by others and used for research purposes. Websites, Articles and journals, social media platforms like Instagram.

Data Analysis

The statistical tools used for this research are

Simple percentage

Chi-square

Simple percentage

Percentage base Analysis helps to find which factors is significant among a number of factors.

$$= \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$

Chi-square

Chi-square statistics is used to test the measure of expectation.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

OVERVIEW OF THE STUDY

Nykaa is one of India’s leading beauty and wellness platforms, offering a wide range of cosmetics, skincare, haircare, and personal care products. Founded in 2012, Nykaa has grown rapidly and established itself as a trusted brand among consumers. The company operates through both online and offline channels, providing a seamless shopping experience to its customers. Nykaa’s success can be largely attributed to its strong digital presence and effective use of social media platforms. Through creative content, influencer collaborations, and attractive promotions, Nykaa has managed to build a strong connection with its target audience.

ANALYSIS AND INTERPRETATION

TABLE NO 1

TABLE NO 2

TABLE SHOWING MOST IMPORTANT FACTOR INFLUENCING PURCHASE OF NYKAA OF RESPONDENTS

S N O	PARTIC ULAR	NO OF RESP ONDENTS	PERCENTA GE%
1	Price	24	24%
2	Quality	41	41%

TABLE SHOWING GENDER OF RESPONDENTS

SN O	PARTI CULAR	NO OF RESPON DENTS	PERCENT AGE%
1	Male	30	30%
2	Female	70	70%
	Total	100	100%

Data source: primary data

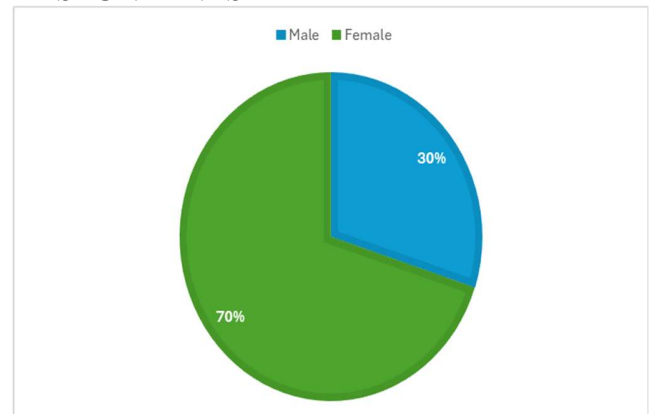
INTERPRETATION :

The above table shows that out of the total respondents, 30% are male and 70% are female. This indicates that female respondents are higher compared to male respondents in the study.

The majority of the respondents (70%) are female.

CHART 1

CHART SHOWING GENDER OF RESPONDENTS



3	Brand reputation	25	25%
4	Discount/ offers	10	10%
	Total	100	100%

Data source: primary data

INTERPRETATION :

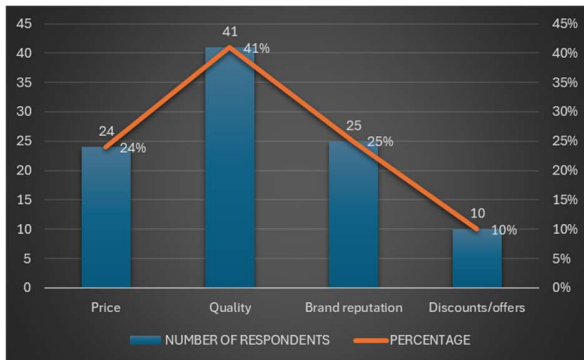
The above table shows the most important factors influencing the purchase of Nykaa products. It is observed that 24% consider price, 41% consider quality, 25% consider brand reputation, and 10% consider discounts/offers. This indicates

that quality is the key factor influencing purchase decisions.

The majority of the Respondents (41%) Quality.

CHART 2

CHART SHOWING MOST IMPORTANT FACTOR INFLUENCING PURCHASE OF NYKAA OF RESPONDENTS



CHI SQUARE

CHI SQUARE ANALYSIS GENDER AND FACTOR INFLUENCING YOUR PURCHASE OF THE RESPONDENTS

OBSERVED VALUE(O)

Gender	Price	Quality	Brand	Offers	Total
Male	7	12	8	3	30
Female	17	29	17	7	70
Total	24	41	25	10	100

EXPECTED FREQUENCY TABLE(E)

Gender	Price	Quality	Brand	Offers	Total
Male	7.2	12.3	7.5	3	30
Female	16.8	28.7	17.5	7	70
Total	24	41	25	10	100

TABLE OF CHI-SQUARE

$$X^2 = \sum ((O - E)^2 / E)$$

$$X^2 = 0.064$$

DEGREE OF FREEDOM

$$Df=(r-1)(c-1)$$

$$Df=(2-1)(4-1)=3$$

LEVEL OF SIGNIFICANCE

$$\alpha=0.05(5\% \text{ level of significance})$$

HYPOTHESIS

Null Hypothesis (H₀):

There is no significant association between gender and factors influencing purchase.

Alternative Hypothesis (H₁):

There is a significant association between gender and factors influencing purchase.

CHI SQUARE ANALYSIS

Observed value (O)	Expected value (E)	(O-E)	(O-E) ²	(O-E) ² /E
7	7.2	-0.20	0.0400	0.0055
12	12.3	-0.30	0.0900	0.0073
8	7.5	-0.50	0.2500	0.0333
3	3.0	0.00	0.0000	0.0000
17	16.8	0.20	0.0400	0.0023
29	28.7	0.30	0.0900	0.0031
17	17.5	-0.50	0.2500	0.0143
7	7.0	0.00	0.0000	0.0000

Data source : primary data

Variable	Degree Of Freedom	Level Of Significance	Table Value	Calculate Value	Accepted/Rejected
Gender And Factors Influencing Purchase	3	0.05	7.815	0.064	Accepted

RESULT

The null hypothesis is accepted. The chi-square analysis shows that there is **no significant association** between gender and the factors influencing purchase decisions.

MAJOR FINDINGS OF THE STUDY

1. The majority of the respondents (50%) belong to the 18–25 age group.
2. The majority of the respondents (70%) are female.
3. The majority of the respondents (50%) fall under the ₹10,000–₹25,000 income group.
4. The majority of the respondents (40%) belong to urban areas
5. The majority of the respondents (78%) use social media regularly.
6. The majority of the respondents (34%) first heard about Nykaa through Instagram.
7. The majority of the respondents (70%) follow Nykaa on Instagram.
8. The majority of the respondents (56%) sometimes see Nykaa ads/posts on social media.
9. The majority of the respondents (39%) prefer product reviews from Nykaa.
10. The majority of the respondents (50%) agree that Nykaa’s social media posts influence.
11. The majority of the respondents (42%) rated Nykaa as good.
12. The majority of the respondents (43%) associate Nykaa with trendy products.
13. The majority of the respondents (57%) trust Nykaa influencer recommendations.
14. The majority of the respondents (41%) consider quality as the most important factor.
15. The majority of the respondents (53%) are satisfied with Nykaa products/services.
16. The majority of the respondents (51%) feel that online reviews have a high impact
17. The majority of the respondents (50%) find Nykaa products easily available.
18. The majority of the respondents (35%) are most influenced by stories.
19. The majority of the respondents (60%) are attracted by Nykaa’s discounts and offers.
20. The majority of the respondents (42%) are motivated by influencer recommendations.
21. The majority of the respondents (47%) are influenced by brand trust.
22. The majority of the respondents (44%) are likely to purchase from Nykaa.
23. The majority of the respondents (50%) consider Nykaa’s social media marketing effective.
24. The majority of the respondents (59%) have given a positive response.
25. The majority of the respondents (41%) respond frequently.
26. The chi-square analysis shows that there is no significant association between gender and the factors influencing purchase decisions.

SUGGESTIONS

- ✓ Nykaa can increase localized marketing strategies to target customers in cities like Coimbatore.
- ✓ The company can collaborate with regional influencers to improve brand reach.
- ✓ Nykaa should provide more attractive discounts and seasonal offers to engage customers.
- ✓ Improving delivery speed and logistics can enhance customer satisfaction.

CONCLUSION

Respondents. It is evident that platforms like Instagram play a major role in influencing customer perceptions and buying decisions. Most respondents are aware of Nykaa and have a positive opinion about the brand. Influencer marketing, discounts, and engaging content significantly contribute to customer attraction. The study also shows that a majority of respondents are satisfied with Nykaa's products and services. Overall, Nykaa's social media strategies are effective in creating strong brand awareness and customer engagement.

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