



A STUDY ON SOCIAL MEDIA MARKETING OF NYKAA PRODUCTS AND ITS IMPACT ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mr.A. David¹, Mr.C.Sibi Arasan²

¹ Associate Professor in Department of Commerce with Professional Accounting, Dr.N.G.P Arts & Science College, Coimbatore

² Final year student in Department of Commerce with Professional Accounting, Dr.N.G.P Arts & Science College, Coimbatore

ABSTRACT

The rapid growth of social media platforms has revolutionized the way businesses connect with consumers and market their products. This study aims to investigate the social media marketing strategies employed by Nykaa, a prominent e-commerce platform specializing in beauty and cosmetics, and the subsequent impact on consumer behavior. The study's results are not only relevant to Nykaa's marketing team but also hold implications for other beauty and cosmetics brands and businesses operating in the e-commerce domain. In a competitive market environment, the findings can help marketers develop innovative and targeted social media campaigns that resonate with their target audience, thereby optimizing their marketing efforts and achieving sustainable business growth.

INTRODUCTION

Himalaya Wellness Company (formerly Himalaya Drug Company) is an Indian multinational personal care and pharmaceutical company based in Bangalore. It was originally established by Mohammad Manal in Dehradun in 1930. It produces health care products under the name Himalaya Herbal Healthcare whose products include Ayurvedic ingredients. Its operations are spread across locations in India, United States, Middle East, Asia, Europe and Oceania, while its products are sold in 106 countries across the world. Himalaya Global Holdings (HGH), headquartered in Cayman Islands, is the parent company of Himalaya Wellness Company and the global holding company of the group. Apart from Bangalore, HGH has regional head offices in Dubai, Singapore and Houston. Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products. The company has more than 290 researchers that utilise Ayurvedic herbs and minerals.

and ceremonial occasions were all included in the study. People would expect high-quality goods and services in the fiercely competitive world of business. A business cannot last for a long time if its products and services are of poor quality. Cosmetics are the lifeblood of the modern world, and they make a lovely present. They modestly believe that the recommendations will be beneficial for the pertinent cosmetics services to grow their business.

✓ **CA Priti Sharma, Dr. Rupa Khanna Malhotra and Mr. Omdeep Gupta (2021)²**, The findings of the study reveal that a customer's purchasing decision is influenced by a number of critical elements. The satisfaction a customer gets from using a commodity as well as the value he paid for it go a long way toward forming his opinion of a brand. Apart from a few complaints about poor packing quality, of the kind that Patanjali should take seriously, the largely good feedback was received from users of Patanjali's products in this study. Its distribution strategy, as noted, is incredibly effective and unique in that it has used all feasible avenues to reach customers, including franchisees, organized retail giants, disorganized stores, its own website, and internet shopping.

REVIEW OF LITERATURE

✓ **D. GokulNath, R. Vishnu and Dr.G.Thanikacchalam (2023)¹**, they found that this chapter investigates people's attitudes toward cosmetics. The respondents' responses about the types of cosmetics they use, the brands they like, and how they perceive the role of cosmetics in human life including its use for significant jobs

STATEMENT OF THE PROBLEM

Despite the growing popularity of Himalayan products in Coimbatore city, there is a lack of understanding about the factors that influence customer preferences and purchase decisions. Therefore, this study aims to identify the key drivers of customer preference for Himalayan products and assess the level



of customer satisfaction with the product range and marketing strategies used by Himalaya. By addressing this knowledge gap, the study can provide insights that can help the company to improve its marketing strategies and enhance customer loyalty and sales in Coimbatore city.

OBJECTIVES OF THE STUDY

1. To know the Consumer preference and awareness towards Himalaya baby products.
2. To identify the factors influencing the customers to purchase baby products of Himalaya.
3. To identify the level of satisfaction of customers using Himalaya baby products.
4. To know the problems faced by the customers by using baby products of Himalaya.

METHODOLOGY OF THE STUDY RESEARCH DESIGN

Descriptive research design was used in the study to describe the awareness among the chemist and with regards to Himalaya its demand brand image and efficiency. Descriptive research design includes survey and fact-findings and enquires of varieties. The research was of descriptive design aim to procure a clear, complete and accurate description of the situation he can only report what has happened? What is happening?

SAMPLE FRAME

The source of information are retailers, friends and relatives. The sampling frame includes following information.

SAMPLING TECHNIQUE

Through the population is infinite in this study the simple random technique way used for collecting the data

SAMPLING UNIT

The respondents of the study are called as sampling unit.

SAMPLE SIZE

A sample size refers to the number of items to be selected from the population to constitute the study. The sample size of about 120 respondents were analyzed individually and concluded the result

SOURCE OF DATA

Data in the study are of two types

1. Primary data
2. Secondary data

1. Primary Data

Primary data were collected through survey from the customers using the questionnaire. Questionnaire helps to understand the performance of the customers. Only limited number of data is collected from the customers through primary data.

2. Secondary Data

Secondary data needed for conducting this research work were collected from brochures of the company and, books and various journals.

STATISTICAL TOOLS

The data collected from the customers during survey are analyzed using various tools.

The tools applied for this study is

- i) Percentage method
- ii) Two way analysis

PERCENTAGE METHOD

In this project percentage method test was used. The percentage method is used to know the accurate percentages of the data we took, it is easy to graph out through the percentages. The following are the formula,

No. of respondents

$$\text{Percentage of Respondents} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

Total no. of respondents

ANALYSIS AND INTERPRETATION

TABLE 01
USAGE OF HIMALAYA BABY PRODUCTS

YEARS OF USAGE	NO. OF RESPONDENTS	PERCENTAGE%
Below 1 years	35	29%
1-3 years	44	37%
3-5 years	33	27%
Above 5 years	8	7%
TOTAL	120	100

Source: Primary Data



INTERPRETATION

From the above table, 29% of the respondents use Himalaya baby products below a years 37% of the respondents use Himalaya

baby products from 1 to 3 years. 27% of the respondents use Himalaya baby products from 3 to five years. 7% of the respondents use Himalaya baby product for more than 5 years.

It is found that maximum of the respondents are belongs to 1-3years

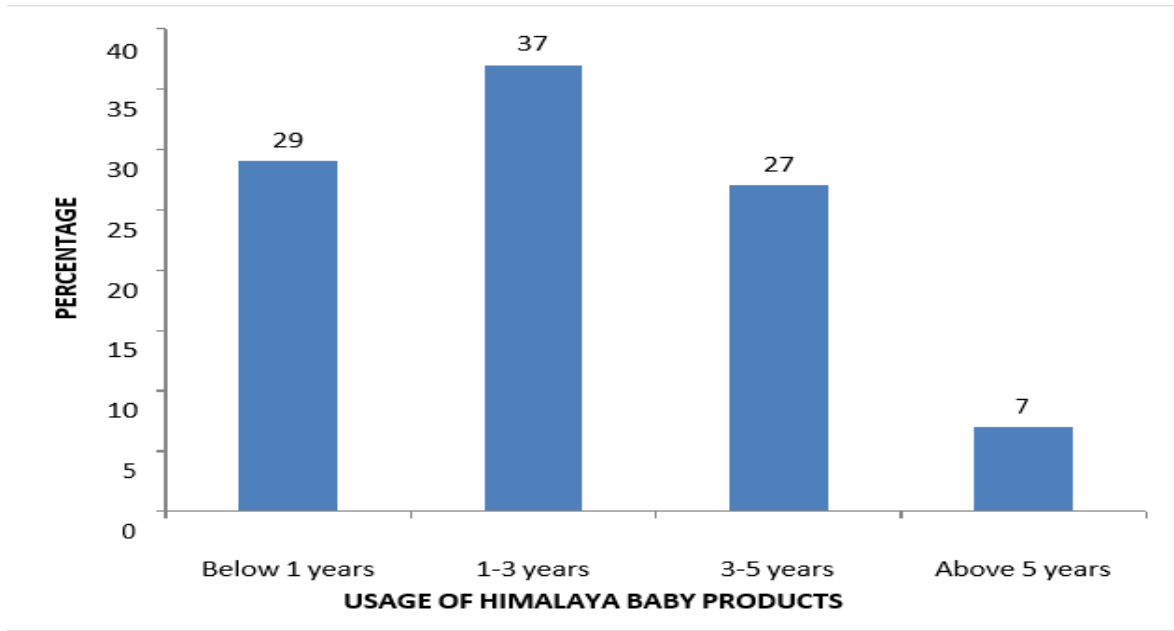


TABLE: 02
REASON TO PREFER HIMALAYA BABY PRODUCTS

REASON	NO FO RESPONDENT	PERCENTAGE %
Price	13	11%
Quality	55	46%
Attractiveness	12	10%
Chemical free	40	33%
TOTAL	120	100

Source: Primary Data

INTERPRETATION

From the above table, 11% of the respondents buy Himalaya baby products because of the price 46% of the respondents purchase Himalaya baby products for their quality. 10% of the respondents

buy Himalaya baby products for the attractiveness. 40% of the respondents purchase Himalaya baby products for their chemical free nature.



It is concluded that maximum number of respondents purchase Himalaya baby products because of the quality of the product.

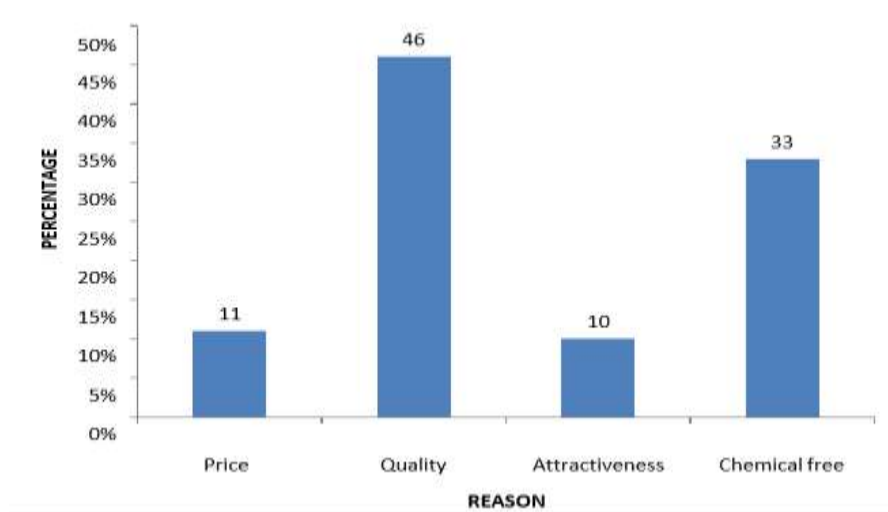


TABLE 03

LEVEL OF SATISFACTION THE CONSUMERS OF HIMALAYA BABY PRODUCTS

LEVEL OF SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE%
Highly satisfied	42	35%
Satisfied	62	52%
Neutral	13	11%
dissatisfied	1	1%
Highly dissatisfied	2	2%
TOTAL	120	100

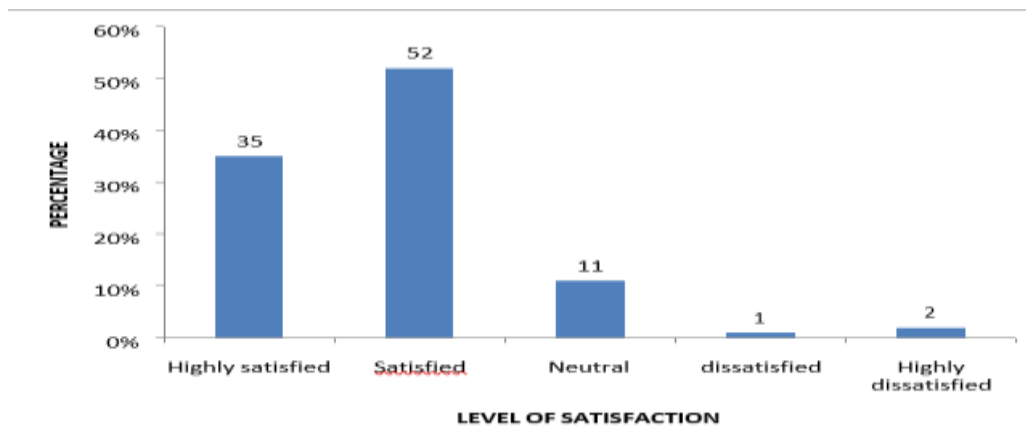
Source: Primary Data

INTERPRETATION

From the above table, 35% of the respondents using Himalaya baby products are highly satisfied. 52% of the respondents using Himalaya baby products are satisfied. 11% of the respondents

using Himalaya baby products are neutrally satisfied. 1% of the respondents using Himalaya baby products are dissatisfied. 2% of the respondents using Himalaya baby products are highly dissatisfied.

It is observed that the maximum number of the respondents using Himalaya baby products are satisfied.





FINDINGS, SUGGESTIONS.CONCLUSIONS

FINDINGS

- The maximum of 45% of the respondents purchase Himalaya babyproduct frequently in monthly basis.
- 46 of the respondents are considered as maximum respondents whopurchase Himalaya baby products from super markets.
- The majority of the respondents with 42.5 are satisfied by using Himalaya babyproduct.

SUGGESTIONS

- ❖ More innovative techniques and strategies can be organized to maximize the sales of Himalaya baby products.
- ❖ Complement retailers with more gifts and offers for achieving the target.

After the study, it is understood that consumer satisfaction is a vital key. The company must attract its consumers by providing many free gifts related to their products to maintain long lasting market. Through the study on consumer preference of Himalaya baby products, the needs of the consumers is observed.

In overall, the consumers are satisfied with the brand, quality and price of the Himalayababy products if the above suggestions implemented, the company will reach the highest target in future. Through the survey, it is found that the most of the consumers whole heartedly

REFERENCE

1. D. GokulNath, R.Vishnu and Dr.G.Thanikacchalam(2023), A CONSUMER PREFERENCE RESEARCH DESIGN TO COSMETICS EXECUTED BY COLLEGE STUDENTS IN COIMBATORE CITY, *International Journal of Innovative Research in Engineering*, ISSN No: 2582-8746, Volume 4, Issue 1, January-February 2023, PP: 186-194.
2. CA Priti Sharma, Dr. Rupa Khanna Malhotra and Mr. Omdeep Gupta(2021), A STUDY OF PATANJALI PRODUCTS: AN EMERGING INDUSTRY OF UTTARAKHAND, *Ilkogretim Online - Elementary Education Online*, Vol 20 (Issue 2), 2021, pp. 2431-2439

WEBSITE

www.himalaya.com
www.google.com

- ❖ Creative advertising increases the market in remote areas.
- ❖ Creating awareness in rural areas about Himalaya baby products. This encourages the people to purchase the products.
- ❖ Enhancing more eco-friendly baby products encourages the people to buy Himalaya baby products.

CONCLUSIONS

The study reveals that most of the respondents are aware of the Himalaya products. Now people are not considering the cosmetics as luxury hence there is a need to advertise more to create awareness and use of Himalaya baby products. The present study reveals that the consumers have a good preference towards Himalaya Baby products. The popularity of the brand is also one of the factors encourages the consumers for their purchase duration.