



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS NAYKAA ONLINE SHOPPING APP FOR SKINCARE

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Abstract:

This research study focuses on understanding the consumer buying behaviour towards the Nykaa online shopping app among college students, with special reference to skincare products. In today's digital era, online shopping has become an important part of consumers' daily lives, especially among young students who prefer convenience, variety, and better offers. Nykaa, being one of the leading beauty and lifestyle e-commerce platforms in India, has gained significant popularity among students due to its wide range of skincare, cosmetic, and wellness products.

The main purpose of this study is to examine the factors that influence students' buying decisions while using the Nykaa app. These factors include product variety, price, discounts and offers, product reviews, brand trust, delivery services, payment options, and the overall user experience of the app. The study also aims to measure the level of customer satisfaction and identify the common problems faced by users while shopping online.

For this research, data is collected through a structured questionnaire from college students. The study uses simple statistical tools such as percentage analysis, tables, and charts to understand the responses clearly. The findings of the study help in understanding the preferences, attitudes, and satisfaction level of the consumers.

This research is useful for understanding how online shopping apps influence the buying behaviour of young consumers. It also provides suggestions for improving customer satisfaction and helps Nykaa enhance its app features, marketing strategies, and service quality. Overall, the study highlights the growing importance of online shopping platforms in the beauty and skincare market and their impact on consumer decision-making.

Keywords : *Consumer Buying Behaviour , Online shopping apps , Nayaa , Skincare and cosmetics , Customer satisfaction*

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Introduction :

Nykaa is a leading Indian cosmetics and lifestyle company that offers a wide range of wellness, skincare, and beauty products. The name "Nykaa" is derived from the Sanskrit word "Nayaka," meaning "one in the spotlight," and the brand has remained prominent since

its inception. Founded in 2012 by Falguni Nayar, Nykaa was established to address the gap in India's organized beauty retail sector, where consumers had limited access to a variety of authentic beauty products. Nykaa currently offers over 1,30,000 products from more than 1,500 brands, including global luxury labels



and its in-house brand, Nykaa Beauty. The platform caters to both men and women, providing categories such as skincare, haircare, cosmetics, fragrances, and wellness products. With more than 5 million active monthly users and over 1 million monthly orders, Nykaa has become a market leader in the beauty e-commerce industry. Its success can be largely attributed to its omnichannel marketing approach, combining a seamless online experience through its mobile app and website with a growing network of physical retail stores across major Indian cities.

Unlike many other e-commerce platforms such as Amazon and Flipkart, Nykaa operates on an inventory-based model, sourcing products directly from manufacturers and storing them in its own warehouses. This ensures product authenticity and minimizes the risk of counterfeit goods. During the COVID-19 pandemic, when many businesses struggled, Nykaa experienced significant growth due to increased reliance on online shopping and its attractive discounts and offers.

Furthermore, Nykaa's strong marketing strategies and customer-centric approach have enhanced its brand visibility and trust. With its continuous expansion and innovation, Nykaa has revolutionized the Indian beauty and cosmetics market, making high-quality products easily accessible while influencing consumer buying behaviour in the digital era.

Literature review :

1. **Priya, Raghubir (2005)** Ran two lab tests to find out how consumers reacted to goods that were given away for free with the purchase of another good. According to the findings of the first study, consumers are prepared to pay less for a product that is supplied for free" when it is presented as a joint package instead of a "Buy one one free" deal. The second study found that consumers are less eager to pay for a product when it is given away "for free," particularly when the original promotional offer does not include the cost of the gift.
2. **Vyas, H. Preeta (2005)** attempted to study consumer preferences with respect to sales promotion in the FMCG category. Sales promotion offerings that stand out and provide an immediate reward, preferably in the form of a price decrease, have been proven to be more likely to appeal to all consumer segments.
3. **Adamczyk g..(2021)**, in their article entitled "compulsive and compensative buying among online shoppers: an empirical study, online shopping addiction and its compensating counterpart are explored in the present research, empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative
4. **Georgie n.a., (2021)**, in his article entitled "the influence of selected factors on online shopping behaviors: a study with respect to Kottayam district", investigated the extent to which customer preferences have a role in determining a business's fortunes, online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.
5. **Aldousari, a. a., (2016)**, in the paper entitled "determinants of consumers' attitudes toward online shopping", this study looked at the effects of the technology acceptance model and the theory of reasoned actions on customers attitudes about internet shopping. Previous studies have focused mostly on the online shopping habits of wealthy countries, while ignoring those of developing countries.



Objective of the study :

- To identify the common challenges faced by consumers when using online shopping apps for skincare products.
- To find the consumer's level of satisfaction with regards to online shopping.
- To identify the level of consumer preference of different age, income, gender and occupation.kaa app.

Scope of the study :

The scope of the study is focused on the factors influencing the consumer buying behaviour of Nykaa with special reference to GHATKOPAR district. This study is conducted to identify the online consumer buying behaviour, the level of consumer preference of different age groups and also to understand the level of satisfaction to the consumers of Nykaa

Research methodology :

This study uses a descriptive research design to understand consumer buying behaviour towards the Nykaa app among college students. Both primary and secondary data are used for the research. Primary data is collected through a structured questionnaire, while secondary data is taken from websites, articles, and previous studies. The sample consists of college

students selected through convenience sampling. The collected data is analysed using percentage methods, tables, and charts.

Tools and Techniques used for analysis:

In this study, the collected data is analysed using simple and effective statistical tools. The main technique used is the percentage method, which helps in understanding the proportion of responses clearly. The data is also presented with the help of tables, charts, and graphs to make the results easy to understand and visually clear. These tools help in proper interpretation of the data and in drawing meaningful conclusions about the consumer buying behaviour towards the Nykaa online shopping app.

Limitation of the study:

1. The study is limited only to college students, so it does not represent all consumers.
2. The sample size is small, which may affect the accuracy of the results.
3. The study is restricted to a specific area (Ghatkopar), so findings may not apply to other places.
4. The data is based on respondents' opinions, which may be biased or not fully accurate.

Research Analysis:

Table 1: Demographic Profile of Respondents

Sr. no	Demographic profile of respondents	Attributes	Frequency	Percentage (%)
1	Age	below 20	14	18.9%
		21-30	60	67.8%
		31-40	16	17.8%
		41-50	2	2.2%
		Above 50	1	1.1%
2	Gender	Female	36	40%



		Male	54	60%
		Prefer not to say	0	0
3	Educational level	Student	38	42.2%
		Service	30	33.3%
		Business	6	6.7%
		Homemaker	7	7.8
		Others	9	10%

(Source - Primary Data)

The table shows the demographic profile of the respondents. A majority of the respondents, 67.8%, belong to the 21–30 years age group, which forms the largest share of the sample. In terms of gender, 60% are male and 40% are female. With respect to occupation, 42.2% are students, followed by 33.3% in service. This indicates that young adults, especially students and working individuals, are the main users of the Nykaa app

Table 2 :- What type of shopping do you prefer ?

Particular	No of respondents	percentage
online	67	67%
offline	33	33%

(Source - Primary Data)

The majority of respondents prefer online shopping over offline shopping. Online shopping is chosen because it is convenient and saves time. However, a smaller group still prefers offline shopping. This shows a strong shift towards online platforms.

3 :- How often do you purchase products from nykaa ?

Particular	No of respondent	Percentage
Weekly	22	22%
Monthly	23	23%
Every 3 to 6 months	25	25%
Rarely	30	30%

(Source - Primary Data)

The data shows that many users purchase products occasionally, such as every 3 to 6 months or rarely. Only a few users shop weekly or monthly. This indicates that skincare products are not purchased very frequently. Buying depends on need and usage



Table : 4 What influences your decision to buy a product online ?

Particular	No. of respondents	percentage
Discount & offer	40	40%
Product review	23	23%
Brand reputation	26	26%
Social media	9	9%
Influencers recommendation	2	2%

(Source - Primary Data)

Most respondents are influenced by discounts and offers while making a purchase. Brand reputation and product reviews also play an important role. Social media and influencer recommendations have less impact. Price-related benefits are the key factor.

Table : 5 Most important things when choosing a product online ?

Particular	No. of respondents	Percentage
Price	27	27%
Ingredients & product detail	36	36%
Customer review	20	20%
Loyalty	17	17%

(Source - Primary Data)

The most important factor for users is ingredients and product details. Price and customer reviews also influence decisions. Loyalty has comparatively less importance. This shows that users are careful about product quality.

Table : 6 How do you usually discount new skincare products on nykaa ?

Particular	No. of respondents	Percentage
Naykaa app recommendation	41	41%
Social media advertisements	33	33%
Influencers & beauty blogger	14	14%
Word of mouth	12	12%

(Source - Primary Data)

Most users discover new products through the Nykaa app itself. Social media advertisements are the second major source. Influencers and word of mouth have lesser impact. This shows the app plays a key role in product awareness.

Table : 7 Which feature of the nykaa app do you use the most ?

Particular	No of respondents	Percentage
Search & filter option	30	30%
Personalized recommendation	37	37%
Review & rating	22	22%
Live beauty consultation	11	11%

(Source - Primary Data)

Personalized recommendations and search options are the most used features. Reviews and ratings are also important for users. Live beauty consultation is used by fewer people. This shows users prefer simple and helpful features.

Table : 8 What challenges do you face while shopping on nykaa ?

Particulars	No. of respondents	Percentage
Payment issue	19	19%
Delivery delays	28	28%
Product authenticity concerns	8	8%
No challenges faced	45	45%

(Source - Primary Data)

Many users have not faced any challenges while using the app. However, some users reported delivery delays and payment issues. Product authenticity concerns are very low. Overall, the experience is mostly smooth.

Table : 9 How satisfied are you with the skincare product quality on nykaa ?

Particular	No of respondents	Percentage
Satiafied	49	49%
Very satisfied	29	29%
Neutral	18	18%
Dissatisfied	4	4%

(Source - Primary Data)

Most respondents are satisfied or very satisfied with product quality. Only a small number of users are neutral or dissatisfied. This shows that Nykaa provides good quality products. Customer satisfaction is generally high



Table : 10 Do you trust naykaa’s product authenticity compared to other online platforms ?

Particular	No of respondents	Percentage
Agree	52	52%
Strongly agree	23	23%
Neutral	24	24%
Disagree	1	1%

(Source - Primary Data)

A majority of users agree that Nykaa provides authentic products. Very few respondents disagree with this statement. This indicates a high level of trust among customers. Authenticity is a strong point of the platform.

Table: 11 What makes you choose nykaa over other e-commerce platforms for skincare

Particular	No of respondents	Percentage
Wide range of brand	37	37%
Authenticity grantee	22	22%
Loyalty rewards	31	31%
Better customer support	10	10%

(Source - Primary Data)

Users prefer Nykaa mainly because of its wide range of brands and loyalty rewards. Product authenticity is also an important factor. Customer support has less influence. Variety and trust are key reasons.

Table : 12 Do you read product reviews before buying ?

Particular	No of responds	Percentages
Always	68	68%
Sometimes	27	27%
Rarely	4	4%
Never	1	1%

(Source - Primary Data)

Most respondents always read product reviews before purchasing. Some users read reviews sometimes, while very few ignore them. This shows that reviews are very important in decision-making. Customers rely on others’ experiences.



Table : 13 Are you satisfied with the delivery time of Nykaa ?

Particular	No. of respondents	Percentage
Very satisfied	50	50%
Satisfied	16	16%
Neutral	30	30%
Dissatisfied	4	4%

(Source - Primary Data)

Many users are very satisfied with delivery time, but some feel neutral about it. A small number of users are dissatisfied. This shows that delivery service is good but can still improve. Timely delivery is important for satisfaction

Table :- 14 Would you recommend Naykaa to others ?

Particular	No. of respondents	Percentage
Yes	88	88%
No	12	12%

(Source - Primary Data)

A large majority of respondents are willing to recommend Nykaa to others. Only a few users are not willing to recommend it. This indicates high customer satisfaction. The brand has a strong positive image.

Table :- 15 How would you rate your overall shopping experience on the Nykaa app?

Particular	No. of respondents	Percentage
Excellent	45	45%
Good	45	45%
Average	9	9%
Poor	1	1%

(Source - Primary Data)

Most users rate their overall shopping experience as excellent or good. Very few users rate it as average or poor. This shows a positive overall impression of the app. Customer experience is generally strong



Findings :

The study finds that most of the respondents using the Nykaa app are young college students, mainly in the age group of 20–22 years, who actively prefer online shopping for skincare, cosmetics, and beauty products. The major reasons for using the Nykaa app are convenience, easy access to a wide range of products, availability of trusted national and international brands, and the comfort of shopping from home. It is also observed that students are highly influenced by discounts, cashback offers, combo deals, and festive sales, as they are generally price-conscious consumers. Product reviews, ratings, and detailed product descriptions available on the app also play an important role in influencing their buying decisions. Many respondents prefer to read customer feedback before purchasing, which helps them in selecting the right product and builds trust in the platform.

The study further reveals that a majority of the respondents are satisfied with the overall shopping experience provided by Nykaa. The users appreciate the user-friendly interface of the app, easy navigation, secure payment methods, and home delivery services. The availability of genuine and authentic products is one of the main factors that make consumers prefer Nykaa over other online shopping platforms. However, some respondents have also pointed out certain problems such as delays in delivery, occasional payment issues, and the need for faster customer support services. Despite these challenges, most of the respondents continue to use the app and are willing to recommend it to others because of the trust and convenience associated with the brand. Overall, the findings indicate that Nykaa has successfully built a strong position among college students in the online beauty and skincare market, though improvement in delivery speed and customer service can further enhance customer satisfaction and loyalty.

Suggestions :

Based on the findings of the study on consumer buying behaviour towards the Nykaa app, several suggestions can be made to improve customer satisfaction and overall user experience. Firstly, Nykaa should focus more on highlighting product authenticity by promoting verified customer reviews, seller ratings, and authenticity checks, which will help in building stronger trust among users. Since a large number of users are college students who are generally price-conscious, the company should introduce more student-friendly offers such as special discounts, budget-friendly product combinations, cashback deals, and seasonal offers to attract and retain customers.

In addition, Nykaa should improve the overall app experience by enhancing its speed, making navigation smoother, and providing better search filters along with personalized product recommendations based on user preferences. This will make the shopping process more convenient and enjoyable. The company should also work on improving delivery services by ensuring faster and more reliable delivery along with real-time tracking facilities, as delays in delivery were one of the common issues faced by users.

Furthermore, Nykaa should strengthen its customer service by offering quick responses to customer queries, resolving complaints efficiently, and providing multiple support options. Enhancing the payment experience by including secure, fast, and flexible payment methods such as UPI, wallets, and EMI options can also increase user convenience and trust. The company should actively engage with customers through loyalty programs, reward points, regular feedback collection, and social media interaction, along with sharing beauty tips and product guidance to keep users connected. By focusing on these areas, Nykaa can improve its service quality, increase customer satisfaction, encourage repeat purchases, and build



strong brand loyalty among its users, especially college students.

Conclusion:

This study shows that many people prefer using the Nykaa app to buy skin care products because it is easy to use, offers a wide variety of products, provides good deals

Customers like the convenience of shopping from home, reading reviews and getting products delivered to their doorstep. Nykaa has built trust by selling genuine products, giving detailed information, and offering secure payment options. People also appreciate the app's return policy and regular discounts. However, some users feel that delivery can be slow and customer support needs improvement. By focusing on these areas, Nykaa can make the shopping experience even better. In short, Nykaa has become a popular choice for online skincare shopping. To stay successful, it should keep improving and meeting the needs of its customers.

Nykaa's online shopping app is a strong player in the skincare market. This study found that people choose Nykaa because it is convenient, trustworthy, and offers good customer service.

Some users did mention delays in delivery and app issues. By fixing these Nykaa can become even better and more user-friendly.

The brand has great potential to lead the online skincare market.

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