

Chapter 27

An Empirical Analysis on Issues Faced by the Users of Nykaa Product

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ABSTRACT

These days people use computers more frequently. Because of rapid growth, many enterprises have started doing online business. The primary data for the study was collected through a questionnaire, which was distributed to the respondents via Google Forms. Secondary data is used to collect all published data through journals, magazines, and articles. The current study aims to identify the variables influencing ladies' beauty products. The study is also intended to identify the issues faced by the users of Nykaa products while purchasing them through online media and to find solutions to solve the issues and thus make online purchases easier and more convenient for the ladies.

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1. INTRODUCTION

Tracing the history of cosmetics, one can find that it was prevalent in almost all global societies, even 7000 years from now. Even in a few of the primitive rituals in the history of human culture, the presence of cosmetics is observed (Charwak, 2016). The red mineral tints, otherwise called the red ochre, which includes crayons and a few of the same kind, are concurrent with the emergence of Homo Sapiens in Africa, and this turns out to be one of the solid proofs for the statement as mentioned earlier (Kumar & Ahuja, 2017). The Old Testament 2 also provides evidence regarding the use of cosmetics where Jezebel- believed to have lived during 840 BC, has daubed her eyelids (Ghazali et al., 2017). Another mention regarding cosmetics is connected with Esther, who explains various cosmetic therapies for human beings (Gopinath, 2019).

Ancient Roman literature also provides ample evidence regarding the usage of cosmetics by the people. But the cosmetic usages were looked upon with dismay during those times (Gopinath & Kalpana, 2019). The Roman women are believed to have invented cosmetics using lead and kohl to whiten their skin and line the eyes (Saravanakumar & Bojan, 2018). Consumer gratification is a crucial element in the creation of desired cosmetics, which are intended to be purchased again and again. Gratification is nothing but the difference between expected performance and the actual result. Most often, quality is sacrificed to achieve the desired outcome. There is no cross-opinion for the fact that cosmetics are one of the elementary prerequisites for human beings. The Mama Earth product is the most sought-after cosmetic product available (Alabdullah et al., 2021). It is made exclusively using natural components. It has mineral oil and is free of chemicals, making it skin-friendly. Organic cosmetics like these are in great demand as they do not harm the hair, complexion, and health.

Consumer buying behavior is the total consumer's attitudes, preferences, intentions, and decisions regarding consumer's behavior in the marketplace when purchasing a product or service. Anthropology, psychology, sociology, and other social science fields are all used to study consumer behavior. Identifying consumer purchasing patterns should be prioritized if a marketer wishes to target certain customers with certain items and services (Anjana, 2018). The requirements of the person, the group, and the organization drive consumer behaviour Therefore, it is necessary to have a thorough grasp of how those needs connect to customer purchasing behavior. Knowing how consumers interact with the marketing mix can help you better understand their purchasing habits. This is boatpeople's psychology toward goods and services varies depending on their culture, attitude, prior knowledge, and perception. Consumers base their subsequent decisions about whether or not to acquire the goods they prefer and where to do so on this information (Kanaan-Jebna et al., 2022).

Technology is the most important factor in Nykaa because it underpins nearly every aspect of business paratonia's technology development includes a variety of tasks, such as technology selection, process engineering, field testing, and component & feature desi Nykaa's human resource management helps the business with several crucial tasks, including recruiting and choosing employees, evaluating and develop employees' abilities, personnel planning, training, and remuneration. Nykaa targets clients while concentrating on a niche marketing strategy. company's primary clients are members of upper-middle-class society, primarily women (Gandotra Radhika, 2017). It also meets the needs of males in terms of fitness and appearance. The majority Nykaa's consumers are between the ages of 18 and 50. The organization that requires employees to appear presentable targets contemporary women. Customers between 19 and 25 who need all advice on cosmetics are active seekers. These consumers read blogs, shop online, and

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