



A Study On A Social Media Marketing On Nykaa Products And Its Impact On Consumers Behaviour With Special Reference To Coimbatore City

¹Dr. S. Suguna , ²Mr.R.S Harish Kumar

¹Associate professor, ²Student

¹Bcom Professional Accounting,

¹Dr.N.G.P Arts and Science college, Coimbatore, India

Abstract: This study explores the impact of social media marketing on consumer behavior, focusing on Nykaa products in Coimbatore. With the increasing influence of digital platforms, brands like Nykaa have leveraged social media to engage with consumers, build brand awareness, and drive sales. The primary objective of this research is to analyze how Nykaa's social media marketing strategies influence consumer purchasing decisions, particularly in a developing urban market like Coimbatore.

Key words - Nykaa Products, Digital Platform, Brand awareness, Drive Sales, Purchasing decisions.

I. Introduction

Social networking websites have upgraded the delivery of information to customers, shifting from a traditional one-to-many to one-to-one communication, thus becoming more customer centric. Such real-time engagement in the digital world works the same as face-to-face communication, thereby enhancing the speed of marketing operations. We spend most of our time attached to our devices surfing through the internet generating a tremendous amount of data that can be utilized to understand a customer's perspective towards a brand, product, or service. Reviews and ratings by customers are playing an important role for the companies to know where their product stands and finally to predict the purchasing decision of the customers. Monitoring Social media activities is a process to stay connected to our customers and with the metrics generated, we can measure the customer sentiment towards services offered. Sentiment Analysis helps to interpret and classify emotions and opinions into positive, negative, and neutral sentiments within text data, using Natural Language Processing. Analysis of feedback and comments through social media can help businesses to maintain Customer Relationship and enhance Customer Experience. It can also be useful while introducing a new product or service in the market, by doing competitor analysis where they stand by making an informed decision. Internet has now become a mainstream platform for conducting business. People are avoiding visiting any physical store as everything is easily accessible virtually and at very good deals. Cosmetic being a nascent industry of this e-commerce business is gaining a lot of consumer interest and is tending to grow at a faster pace. These businesses are making proper use of social media by keeping their customers updated and providing timely replies to the frequent questions asked. Consumers are actively participating in discussions and sharing knowledge with other consumers about the products or services. This active behavior is changing the marketing approach of companies as consumers are invading the marketing sphere of many companies.

II. Literature Review

Anannya padhi and Antra Sharma (2022) A major contribution to the GDP of the economy comes from the businesses which constitute Small and Medium Enterprises (SMEs) run by the residents in these parts. Initially, the marketing mix of these SMEs revolved around the traditional practices, however, with the introduction of Digital India and the wave of COVID-19 pandemic, a shift towards adopting social media marketing (SMM) strategies is evident. Therefore, this paper attempts to study the impact of SMM strategies on SMEs. Although SMEs themselves are a part of Sustainable Development Goals (SDGs), they help immensely in attaining the rest of the SDG goals such as food security through employment generation. SMEs should try to extract the benefits that SMM has to offer for their growth and optimal outreach of businesses.

Dr.B. Ravi and Mr.S. Sujayakumar (2021) The word of marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. They need to know what drives are needed in order to ensure an effective outcome and to build successfully promotional campaigns things in line with their fan's needs. The advantages of social media marketing speak for themselves by generating a high degree of brand loyalty and reducing the company's contact gap with its customer.

Suchitra and Ramesh Pai (2021) The cosmetics industry is one of the major industries that have attracted many players due to its rapid growth. The cosmetics industry plays an important role in developing the country's economy. This study is being taken up to better understand the contribution of the beauty industry to the development of the country and to evaluate the strategies of these companies. Nykaa is one of the leading companies in the cosmetics industry. It offers various products of different brands on one platform. Its setup by Falguni Nayar in 2012. She anticipated the huge opportunity in online trading in the coming years and converted that opportunity into a big vision. Her decision was not wrong it turned into building a large-scale business. By operating multinational, it attracts customers from various regions. Initially, it started the business by offering beauty products later on diversified with fashion, skincare, luxury products. This study is conducted to evaluate the strategies used by NYKAA to be one of the top companies in E-Commerce.

Mr. Jaysing Bhosale and Dr. R.G. Phadtare (2020) social media is an amalgamation of web-based software applications that resides on the technological and ideological foundation of web 2.0. allows to create and share content on the web. Social Networks are gaining a lot of importance in marketing of the company's products and services. Social Media is one of the best ways to connect with people, share your content, manage your feedback and reviews, and create long term Brand Loyalty. MNC's have bigger budgets for marketing and advertising on online marketing.

Dr. Edakkotte Shaji (2020) The consumers in recent years have become more aware of hygiene and beauty, which is the foremost reason behind the rapid development of cosmetic industry. In the present scenario, changing life style, higher disposable income, increasing advertisement, rising status, migration of people, demand for superior quality, changing consumer preference and the advertisements resulted into a paradigm shift in the behaviour of women in the purchase and use of cosmetics. The rise in the number of women joining the work force over the decade enhanced the purchasing power of women community. Kerala has a privilege to have a wide client base in cosmetic industry. High literacy rate and rapid urbanisation of Kerala led to a rapid growth in employment among the women which led to an increase in the demand for cosmetic products in Kerala. The present study enquires about the purchase behaviour of female cosmetic consumers.

Dr. Vivek Kapre (2020) Advertisements used by Forever Living to promote cosmetics products influences consumer buying behaviour by providing them with information about product benefits, price, quality, ingredients (materials of which the product is made of), quality, product quantity, product testimonial, product packaging, product name and product color. The advertisements create awareness of the products and attracts more buyers Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of consumers' choice.

Dr. Edakkotte Shaji (2020) The purchasing power and fashion consciousness of the consumers were the driving force of the cosmetic industry. The Indian cosmetic industry caters to increasing needs of cosmetic products in all spheres such as rural areas to cosmopolitan cities, poor to millionaires, and even the kids to the old aged people. It could be observed that the Indian cosmetic industry is undergoing an active phase in terms of product development and marketing. Looking at the wide potential of cosmetic market, the cosmetic manufacturing companies spend sizeable amount of money and time to analyse the different demographic and psychographic characteristics of Indian population. Kerala is one of the fastest urbanizing regions in the country. Exposure to markets, acceptability and proximity to amenities has resulted in a change in taste and preference of the consumers.

Kirti Sharma (2020) Internet based life showcasing has become the most dominant mode for organizations trying to contact their possibilities and clients. It very well may be perceived the amount it is affected, and the genuine effect of Social Media Marketing reflected in the Consumer Buying Decision Making process. In this examination the Pearson's Correlation investigation investigates a positive critical direct connection between Social Media Marketing and Consumer Buying

Decision Making. This suggests Consumer Buying Decision Making can be anticipated with Social Media Marketing. Future investigations can be concocted to distinguish extra variable(s) for clarifying the CBDM. Expand this investigation by considering web-based life content and different respondents too for additional comprehension of focus on client's basic leadership conduct.

Vyshnosri Pendyala (2020) Industries like beauty and personal care thrived more on the store experience of touch, feel and smell. We never knew that industries like beauty and personal care would probably make their way into digital platforms. We are all well-known with the fact that the evolution of e-commerce sites has made lives easier, simpler, and timesaving in the world. Through this the changing trends have proved that the beauty and personal care industries are no exception to the digital mode. This paper explains about how the e-commerce platforms did have changed the way consumers choose online medium of shopping over the offline and the factors effecting the buying behaviour of the consumers regarding an online platform, Nykaa, with respect to their purchase of cosmetic and beauty products.

Ms. Neha Popalghat (2020) The impact of digital advertising of Nykaa on consumer purchasing decisions, that raises the consumers' intentions towards the product and buying decisions. The buying behaviour is strongly influenced by the image of the product that is made by the advertisers. Advertisers are expected to shift their focus and pay millions in digital advertising within the coming years than TV, print ads and another traditional advertising media. Online shopping is a growing trend in India and therefore the numbers of each seller and consumers are increasing daily by large percentage. Several consumers are online daily for their personal & official work, however, do they notice the ads, banners displayed on that webpage and most significant thing is to examine what their recall value is. Digital advertising is designed for characterizing markets through one of a kind and valuable applications.

Reshma Roy (2018) Internet and its allied services are finding new ways to transform human life. Social media is considered as the most used internet service among youngsters. Youngsters and teenagers around the world use social media to connect with friends and families. Unlike other communication mediums, social media has a universal reach and a large audience. Marketing on social media is considered cost effective than conventional marketing strategies. Various recent studies show that average time spent by youngsters on social media is increasing. Social media is not restricted to geographical boundaries or time. There are over 2.2 billion people all over the globe using internet and its allied service.

Dinara Adilova (2017) social media has become an important new cultural and social phenomenon, changing the way millions of people and businesses connect and communicate. Today, social media has become omnipresent and most essential for social networking, content sharing and online accessing. Due to its widespread and instantaneous features, social media opens a wide place for businesses such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing's advantages and disadvantages in recent days and refers deeply the most important features of them.

Meghna Meena and Dr. Mamta (2017) Jain conducted research on "Impact of Online Advertising on Consumer Buying Behavior". This study aims to determine the effectiveness of internet advertising on reach and determine the relationship between internet advertising and consumers buying behavior. The study conclude that Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the consumers.

Ligo Koshy (2017) in a study on the factors influencing the buying behaviour of face care product among youth stated that improved technology, better education, advancement in science and economic growth has provided people with increased purchasing power. The influence of media had made people are more conscious towards beauty, hygiene and better lifestyle. The study revealed that female consumer gave prime importance to brands name of products followed by the ingredient and advertisement respectively.

U. Khandare and P. B. Suryawanshi (2016) This study aims to quantifying the impact of internet advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviors. Thus, the study concludes that the positive shock of these factors, on the purchasing behaviour of the consumer improves the loyalty of customers towards brand that helps in forwarding of the advertised merchandise.

Rajul Dutt (2013) in his paper "A Cross cultural comparative study of female consumer behaviour with regard to purchase of cosmetics in the United States and India", tried to explain how consumer behaviour is influenced by the culture of the individuals in India. He also attempted to uncover the key facets of culture involved in shaping the decision on the cosmetic purchased by the females. The study revealed that the society to which they belong, the culture and the subculture play a significant role in the purchase of cosmetic products.

Siddharth Shriram Shimp and K Sinha (2012) evaluated the product variables which effects the purchase decision. The different variables include the texture of the product, promised effect, previous usage experience and the suitability of skin. The study concluded that the market for male cosmetic product is still Niche Market in India. The important variable which influenced the purchase was the texture of the product, promised effect, usage, and suitability

to skin. **Waad Assaad and Jorge Marx Gómez (2011)** Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online. But the big question today is not what social networking is, but rather what it means for businesses. During the fast growth of social media and software, social networks are forcing companies to increase activities in their traditional CRM systems. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices.

III. Objective of the study

The objective of this study is to analyse the effect of media communication on buying behaviour with respect to Nykaa. To check the feasibility of the use of social media marketing of Nykaa products. To study various factors contributing to consumers' purchases on the social media platform.

IV. Methodology

Research methodology is widely used to solve the research problem. Research methodology refers to various steps adapted by the researcher to study the problem with objectives. The chapter deals with analysis and interpretation of the study "A study on social media marketing of nykaa products and its impact on consumer behaviour with special reference to Coimbatore Based on the data collected. The collected data have been analyzed using the following statistical tools. The tools used are Simple Percentage Analysis, Likert Scale Analysis and Rank Analysis.

V. ANALYSIS

Simple Percentage Analysis

TABLE 1.1

TABLE SHOWING GENDER OF RESPONDENTS

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	47	39.2%
2	Female	73	60.8%
	TOTAL	120	100%

(Source: Primary data)

The percentage analysis is mainly to find the distribution of different categories of respondents. As the value expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of respondents filling under each category.

INTERPRETATION: The above table shows that (39.2%) respondents were male and (60.8%) respondents were female.

INFERENCE: Majority of the respondents (60.8%) are female

TABLE 1.2
TABLE SHOWING AGE GROUP OF RESPONDENTS

S.NO	AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
1	Below 21	21	53.3%
2	21 - 30	31	25.8%
3	31 - 40	17	14.2
4	Above 41	8	6.7
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (53.3%) respondents age group was below 21 years (25.8%) respondents age group between 21-30 years, (14.2%) respondents age group between 31-40 years, (6.7%) respondents age group above 40 years.

INFERENCE: Majority of the respondents (53.3%) are below 21 years.

TABLE 1.3

S.NO	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Employed	16	13.3%
2	Student	81	67.5%
3	Professional	19	15.8%
4	Business	4	3.3%
	TOTAL	120	100

TABLE SHOWING OCCUPATION OF THE RESPONDENT

(Source: Primary data)

INTERPRETATION: The above table shows that (13.3%) respondents are employed, (67.5%) respondents are students, (15.8%) respondents are professional, (3.3%) respondents are business.

INFERENCE: Majority of the respondents (67.5%) are students.

TABLE 1.4
TABLE SHOWING MARTIAL STATUS OF THE RESPONDENTS

S.NO	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
1	Married	24	20%
2	Unmarried	96	80%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (24%) respondents are married, (80%) respondents are unmarried.

INFERENCE: Majority of the respondents (80%) are unmarried.

TABLE 1.5
TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.NO	EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	School level	4	3.3%
2	Undergraduate	76	63.3%
3	Postgraduate	29	24.2%
4	Professional	11	9.2%
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION: The above table shows that (3.3%) respondents are school level, (63.3%) respondents are undergraduate, (24.2%) respondents are post graduates, (9.2%) respondents are professional.

INFERENCE: Majority of the respondents (63.3%) are undergraduates.

TABLE 1.6
TABLE SHOWING NUMBER OF EARNING MEMBERS IN THE FAMILY

S.NO	NUMBER OF FAMILY MEMBERS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 3	57	47.5%
2	3 - 5	37	30.8%
3	5 - 7	13	10.8%
4	Above 7	13	10.8%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (47.5%) respondents are below 3, (30.8%) respondents are 3- 5, (10.8%) respondents are 5-7, (10.8%) respondents are above 7.

INFERENCE: Majority of the respondents (47.5%) earning members in the family are Below 3.

TABLE 1.7

TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

S.NO	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs.10000	29	24.2%
2	Rs.10001-20000	47	39.2%
3	Above RS.20000	26	21.7%
4	Nil	18	15%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (24.2%) respondents are below Rs.10000, (39.2%) respondents are Rs.10001- 20000, (21.7%) respondents are above Rs.20000, (15%) respondents are nil.

INFERENCE: Majority of the respondents (39.2%) monthly income above Rs.20000.

TABLE 1.8

TABLE SHOWING NUMBER OF DEPENDENTS

S.NO	NUMBER OF DEPENDENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 3	40	33.3%
2	3 - 5	52	43.3%
3	5- 7	16	13.3%
4	Above 7	12	10%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (33.3%) respondents are below 3, (43.3%) respondents are 3-5, (13.3%) respondents are 5-7, (10%) respondents are above 7.

INFERENCE: Majority of the respondents (43.3%) dependents are 3 – 5.

TABLE 1.9

TABLE SHOWING TOTAL INCOME OF THE FAMILY

S.NO	TOTAL INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs.100000	36	30%
2	Rs.100001-250000	42	35%
3	Rs.2,51,000-5,00,000	33	27.5%
4	Above Rs.5,00,001	9	7.5%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (30%) respondents are below Rs.100000, (35%) respondents are Rs.100001-250000, (27.5%) respondents are Rs.251000-500000, (7.5%) respondents are Above Rs.500001.

INFERENCE: Majority of the respondents (35%) total income of the family is Rs.100001-250000.

TABLE 1.10
TABLE SHOWING AREA OF RESIDENT

S.NO	AREA OF RESIDENT	NO. OF RESPONDENTS	PERCENTAGE
1	Rural	51	42.5%
2	Urban	69	57.5%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (42.5%) respondents are from rural, (57.5%) respondents are from urban.

INFERENCE: Majority of the respondents (57.5%) are from Urban area.

TABLE 1.11
TABLE SHOWING MOST EFFECTIVE SOCIAL MEDIA SITE FOR ADVERTISEMENT

S.NO	SOCIAL MEDIA SITE	NO. OF RESPONDENTS	PERCENTAGE
1	Facebook	13	10.8%
2	Instagram	60	50%
3	Youtube	28	23.3%
4	Google	19	15.8%
	TOTAL	120	100%

(Source: Primary data)

INTERPRETATION: The above table shows that (10.8) respondents are using Facebook, (50%) respondents are using Instagram, (23.3%) respondents are using YouTube, (15.8%) respondents are using Google.

INFERENCE: Majority of the respondents (50%) are using Instagram

LIKERT SCALE ANALYSIS

A Likert scale is a method of measuring attitude, ordinal scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioral science and psychiatry. In Likert scale method a person attitude is measured by combining (adding or average) their responses across all items.

FORMULA

Likert Scale = $\sum(fx)/\text{Total number of respondents}$ Whereas,

F = Number of Respondents X = Likert Scale value

(FX) = Total value

MID-VALUE

The mid value indicates the middle most value of Likert scale.

TABLE 2.1**TABLE SHOWING DISCOUNT MOTIVATES IN PURCHASING PROCESS IN TERMS OF NYKAA**

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL
Strongly Agree	16	5	80
Agree	52	4	208
Neutral	35	3	105
Disagree	9	2	18
Strongly Disagree	8	1	8
TOTAL	120		419

(Source: Primary data)

FORMULA

Likert Scale = $\sum(fx)/\text{Total number of respondents}$

$$= 419/120$$

$$= 3.5$$

INFERENCE: Likert scale value 3.5 is higher than the middle value (3), so the respondents agree that the discount motivates the purchase process in terms of Nykaa.

TABLE 2.2

TABLE SHOWING ADVERTISEMENT MOTIVATES IN PURCHASE PROCESS IN TERMS OF NYKAA

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
Strongly Agree	27	5	135
Agree	43	4	172
Neutral	38	3	114
Disagree	9	2	18
Strongly Disagree	3	1	3
TOTAL	120		442

(Source: Primary data)

INTERPRETATION

Likert Scale = $\frac{\sum(fx)}{\text{Total number of respondents}}$

$$= 442/120$$

$$= 3.6$$

INFERENCE: Likert scale value 3.6 is higher than the middle value (3), so the respondents agree that the advertisement motivates the purchasing process in terms of Nykaa.

RANK ANALYSIS

A rank analysis is any of several satisfies that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable, where a "ranking" is the assignment of the label "first", "second", "third", etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

TABLE 3.1

TABLE SHOWING RANKING OF NYKAA PRODUCTS

S.NO	FACTORS	ANKI	ANKII	RANKIII	RANKIV	ANKV	TOTAL	RANK
1	Brand awareness	61 (1) 61	25 (2) 50	16 (3) 48	8 (4) 32	10 (5) 50	241	V
2	Bring attention to products	13 (1) 13	61 (2) 122	26 (3) 78	17 (4) 68	3 (5) 15	296	IV
3	Better customer loyalty	15 (1) 15	32 (2) 64	53 (3) 159	16 (4) 64	4 (5) 20	322	III
4	Strengthen customer	8 (1)	37 (2)	22 (3)	41 (4)	12 (5)	372	I

	service	8	74	66	164	60		
5	Price of the product	25 (1) 25	33 (2) 66	25 (3) 75	15 (4) 60	22 (5) 110	336	II

(Source: Primary data)

INTERPRETATION: The table 4.3.1 shows that out of 120 respondents, strengthen customer service is in the rank 1, price of the product is in the rank 2, better customer services is in the rank 3, bringing attention to products is in the rank 4, brand awareness is in the rank 5.

INFERENCE: It resulted that strengthen customer service is in the rank 1 of choosing an social media marketing of Nykaa products

VI. FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents (60.8%) are female
- Majority of the respondents (53.3%) are below 21 years.
- Majority of the respondents (67.5%) are students.
- Majority of the respondents (80%) are unmarried.
- Majority of the respondents (63.3%) are undergraduates.
- Majority of the respondents (47.5%) earning members in the family are Below 3.
- Majority of the respondents (39.2%) monthly income is above Rs.20000.
- Majority of the respondents (43.3%) dependents are 3 - 5
- Majority of the respondents (35%) total income of the family is Rs.100001-250000.
- Majority of the respondents (57.5%) are from Urban area.
- Majority of the respondents (50%) are using Instagram.

LIKERT SCALE ANALYSIS

- Likert scale value 3.5 is higher than the middle value (3), so the respondents agree that the discount motivates the purchase process in terms of Nykaa.
- Likert scale value 3.6 is higher than the middle value (3), so the respondents agree that the advertisement motivates the purchasing process in terms of Nykaa.

RANK ANALYSIS

- It resulted that strengthen customer service is in the rank 1 of choosing an social media marketing of Nykaa products.

VII. SUGGESTIONS

- The company Nykaa can pitch its beauty products for men which apparently do not have a great reach amongst the consumers.
- As people are being more conscious about their skin, they are shifting to herbal products. Nykaa can promote its herbal products in order to increase its consumption which leads to increase in sales.
- The company can avail gift vouchers to its potential customers and new customers so that they can attract them to repeat their purchase.
- Mobile or internet usage device must be made available at the competitive rate so that even farmers, craftsmen can get an access easily and sell out their products on the digital portal.
- Government must monitor the rate and their service level regularly in order to enable the grass-root level people to use social media platform at an ease.

VIII.CONCLUSION

The study reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online 159 marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser. With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue. Social media marketing is truly an emerging marketing tool and if properly used it can gain more audience than traditional market.

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