



Hypothesis Testing Of Marketing Mix Of Wellness And Beauty E-Commerce: A Case Study Of Nykaa

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Abstract: Unprecedented growth of wellness and beauty e-commerce of Nykaa steams from its well-crafted meticulously designed marketing mix. Nykaa marketing mix has been carefully integrated into an effective marketing strategy. The inherent benefits and promising attributes of Nykaa's marketing mix arise from its careful and balanced integrations into an effective marketing strategy. It provides competitive advantages to Nykaa's wellness and beauty e-commerce and tends to combat the fierce competition prevailing in wellness and beauty e-commerce. The component of marketing mix can change firm's competitive positions. Marketing mix has been developed through times from one element to multi elements. The reasons for the exponential growth of wellness and beauty e-commerce are raising disposable income, changing lifestyle, increased purchasing power and changing demography. Hence the robust understanding of marketing mix is pivotal to the success of wellness and beauty e-commerce of Nykaa. Marketing mix of wellness and beauty e-commerce of Nykaa can be considered as the most effective strategy which helped company meteoric ascent to the pinnacle of success. The applications of hypothesis testing in the marketing mix continue with more ingenuity to accomplish the thwarted ambition of marketers. The present work is on testing of hypothesis of marketing mix of Nykaa's e-commerce to identify and seize the opportunity in this sector. Karl's Pearson Chi square test has been used for hypothesis testing.

Key words - Marketing Mix, Hypothesis Testing, Wellness and Beauty E-Commerce, Consumer Behaviour

I. INTRODUCTION

The marketing mix refers to those elements of firms marketing strategy which are designed to meet the needs of its customers. The inherent benefits and promising attributes of marketing mix stem from its careful and balanced integrations into an effective marketing strategy.

As a result, a company with an effective marketing mix gain competitive advantages and tends to combat the severe competition prevailing in wellness and beauty sectors. This paper highlights the current interests and concern about the marketing mix in wellness and beauty industry as to increase sales and earn higher profits.

The marketing mix is also known as 4p's of marketing. It refers to the key elements of marketing mix: product, price, place and promotions.

Since the last few decades, marketing and its technology have changed a lot. Firms are adopting new techniques or technologies so that they can succeed in the future. In today's fast-moving world, all firms or organizations use marketing mix so that they can guide their employee, develop their brand and analyse the success of their product and service.

The concept of marketing mix was pioneered by Neil H. Borden in (1964). E. Jerome McCarthy was the first person who coined the term marketing mix in (1960). In the intervening few decades the concept of marketing mix has been developed in an extensive and elegant way by a series of scintillating papers.

The several excellent reviews available today testify to the importance of the marketing mix. It is exactly 75 years since Cullition (1948) laid the foundation for our understanding of a business executive. In (1965), Borden claims to be the first to have coined the term marketing mix.

The concept of marketing mix has undergone spectacular development and refinement in the past few decades followed by the pioneering ideas of Low and Tan (1995) and Bennett (1997). Kent (1986) refers to the 4Ps of the marketing mix as "the holy quadruple of the marketing faith written in tablets of stone." According to Chong (2003), marketing mix has originated from the single P (price) of microeconomic theory.

Marketing mix has to be analysed frequently in order to meet the changing requirements. Marketing mix is the substructure of a great marketing strategy. Marketing mix used by a particular organization will alter according to its resources, market condition and it also changes according to the customer need. It seems very easy to handle and organise as well as manage the marketing mix, but it is not so. The marketing mix is component of marketing tools through which a company tries to accomplish the objective of the organization.

Marketing mix is a very vital aspect of creating of a marketing strategy. According to Gronroos (1994) elements of marketing mix are a set of marketing tools for achieving the goals of the institution of marketing in the market that uses. The components of marketing mix can change a firm's competitive position.

It is a fact that the 4Ps of marketing mix is a milestone of marketing theory. Marketing mix is one of the vital factors in making the decision and analysing the marketing of an enterprise. The most common definition of marketing mix is to find a good position in the target market to present the good product in good place at a good time.

II. MARKETING MIX OF NYKAA

1. Product

The striking features of Nykaa iconic marketing mix strategies are as follows:

- Nykaa focuses on its product quality. Nykaa invest heavily in research and brand to ensure the best quality authentic product.
- Nykaa commitment to quality has helped to build strong reputation and confidence amongst consumers.
- Nykaa products are available is over 100 stores across country. Nykaa has made use of different SKU's to escalate market penetration in wellness and beauty sector. Different SKU's can be bought and used as per the consumption needs of the consumer and largest market. Different SKU'S have helped Nykaa improves it wellness and beauty products.
 - Maintain high quality of product.
 - Procures raw materials from trusted suppliers.
 - High quality promise and delivery.
 - The products manufactured and sold are easy to use.
 - Products are supplied with a user manual. These manuals are easy to understand.
 - Products are provided with user manual.
 - These manuals easy to understand.
 - 24*7 helpline.
 - Nykaa has a broad portfolio of products which help in reaching different target groups in the markets.
 - The broad portfolio allows financial strength as well as adds more value.

- Products sold by Nykaa promise consumers and ego boost, confidants and security.

2. Price

Nykaa focuses on a hybrid strategy for pricing to obtain maximum value for its wellness and beauty e-commerce products. Nykaa uses a combination of techniques for pricing its wellness and beauty e-commerce product as given below:

➤ Premium Pricing

Nykaa uses premium pricing for some of its wellness and beauty products which help in encouraging favourable brand, products perceptions and favourable quality perception among the consumers. Nykaa has successfully made some of its wellness and beauty products ranges exclusively by restricting sells and production through premium pricing. This approach leads to a perception of luxury in consumption products. A touch of privileged and high value for wellness and beauty products is added through premium pricing. A premium price has also helped to maintain significantly high profits and a consistent business growth in the sector of wellness and beauty e-commerce.

➤ Psychological Pricing

The use of psychological pricing has been beneficial and gains higher sales in a number of different wellness and beauty e-commerce products. Nykaa successfully adds more value to its products with the use of psychological pricing.

➤ Geographical Pricing

Geographical pricing helps Nykaa to penetrate different reasonable markets optimally. Geographical pricing allows Nykaa to power shipping and customs expenses for offshore locations. Geographical pricing also helps to maintain consistent revenue growth by altering pricing in different markets based on local currency value.

➤ Bundle Pricing

Nykaa also uses bundle pricing strategy for some of its wellness and beauty products during sales. The trail rate for consumers is also increased due to bundle pricing. Nykaa is able to control costs and prices by lowering marketing and distribution expenses through bundle pricing. Bundle pricing also adds value to the wellness and beauty e-commerce products.

➤ Premium Pricing

Premium Pricing adds touch of privilege and high value for wellness and beauty product. Nykaa encourages favourable brand product perception and favourable quality perception in target consumer groups by premium pricing. Nykaa has made some of its product ranges exclusively by using premium pricing.

➤ Psychological Pricing

The use of psychological pricing has been beneficial gains leading to higher sales. Nykaa has successfully added value to its wellness and beauty product with use of psychological pricing.

3. Place

Nykaa placement strategy is highly successful as it sells its wellness and beauty products through company operated stores, licensed stores, e-commerce supermarket and hypermarket. Nykaa has three offline stores format called Nykaa Luxe, Nykaa ON Trend and Nykaa Beauty Kiosks. Nykaa offline stores located in pose locality in the centre of the city.

The transport facilities are easily available to reach the location. Store location of Nykaa e-commerce occupies an important place in the retail strategy. Side locations of Nykaa not only convince the image of the store, but also influence the merchandise mix. The sign board of Nykaa is placed on the top of the store to enhance its visibility. Nykaa e-commerce sites receive over 1.5 million orders per month. The items are differentiated under suitable headings in Nykaa stores.

Nykaa has online presences where wellness and beauty products can be ordered from their home websites. The website of Nykaa is designed in accordance with keeping e-commerce strategy in place.

4. Promotion

Nykaa uses diverse range of promotional activities to market its wellness and beauty product. Nykaa uses media like TVs, print online as part of its marketing mix promotional strategy. Nykaa has developed successful operational website for online placement and order tracking. Nykaa encourage sales of wellness and beauty products through social media portals. Nykaa focuses heavily on various social media platforms as part of its marketing strategy in recent year. The marketing strategy of Nykaa places high importance on the promotional tactics used. Nykaa uses a 360-degree approach in its promotional activities. Nykaa has invested heavily in digital marketing. It uses various channels such as SEO, Social media advertising and e-mail marketing to reach its target audience. Nykaa uses online advertising to promote its wellness and beauty products.

5. People

Nykaa places an essential focus on people development and people building. Nykaa develops its employee and people by focusing on the following aspects:

- Training: All employees undergo regular training session for skill development enhancement.
- Nykaa believes in building employee loyalty by including employee in decision making at different managerial levels. Nykaa also takes the feedback from its employee.
- Employees are encouraged through reward programs.
- All employees of Nykaa undergo regular training for skilled development and enhancement.
- Nykaa has excellent customer engagement skills.
- Employees are motivated through different reward programs.

6. Physical Evidence

The physical evidence for Nykaa includes the following:

- The store design and management for Nykaa is exciting and creative.
- Nykaa gives vibrant touch to its packaging in terms of colours and patterns.
- The brand logo of Nykaa is symbol of confidence ambitions and aspiration for consumer who use wellness and beauty products.
- The corporate website of Nykaa has the brand logo.
- Nykaa currently uses a sustainable, recyclable and plastic free package for almost all its products.
- Nykaa has 174 brick and mortar stores across the county.
- It has 3 offline store formats called Nykaa Luxe, Nykaa on Trend and Nykaa Beauty Kiosks.

7. Process

Nykaa has organized and systematic process to make sure that wellness and beauty products experiences consistent growth. All operations for wellness and beauty e-commerce are clearly defined and communicated to employees. Nykaa has well defined clear processes for people management through streaming its human resources management department.

Nykaa has defined policies and processes for managing and maintaining quality with wellness and beauty e-commerce.

III. NEED OF THE STUDY

Understanding of marketing mix of wellness and beauty E-commerce of Nykaa is essential for creating a powerful concept which can be utilized to face up into highly competitive charged environment. The study can be employed to spot the research gap existing in Nykaa products. The study of marketing mix can be beneficial in formulation, development and execution of marketing strategy. It is essential to evaluate the marketing mix to increase Nykaa's revenue and ensure Nykaa competitive position. The study is needed to focus on using Nykaa strength and opportunity to overcome its threat and weakness.

IV. OBJECTIVES OF STUDY

- To identify the needs, want and demand of the target customer so that Nykaa can introduce changes in the product according to important requirement.
- To know whether customers are satisfied with Nykaa.

V. LITERATURE REVIEW

Marketing mix is a set of tools used by the company uses to pursue its marketing objective. The marketing mix is vivid visualization of many interesting phenomenon which have not been fully understood yet. The marketing mix has stood the test of time, and they still hold value in the marketing world due to its strong foundation principles (despite the rapid digitalization). According to Philip Kotler (2000), marketing mix is the set of controllable variables used by the firm to influence the buyer's response. Marketing mix creates brand awareness, build customer loyalty and drive product sale. Marketing mix is a combination of factors. It can be controlled by the organization. The marketing mix is an important part of marketing strategy. Marketing mix is used to promote a product or services. It generates revenue for company. According to Bennett (1997), marketing mix is used to convert the marketing planning into practices. Meticulously designed marketing mix relates intelligently to the marketing objectives set during the development of the marketing plan. The marketing mix uses several strategies to promote its product or services. But most important strategy of marketing in our modern era is marketing mix.

Marketing mix has been developed through times from one element to multi elements. Companies use marketing mix to make strategy decision when launching new products. The marketing mix is the conceptual frameworks. It highlights the principal decisions which marketing manages make in configuring their offering to suit customer needs. According to Low and Tan (1995), to cope with the dynamic environment or the uncontrollable variables, marketing mix must be aimed at satisfying the needs of selected market and accomplish specific marketing objective. According to Raewf and Thabit (2015), marketing mix may strengthen the customer satisfactions level.

The success of marketing strategy development depends upon the marketing mix so as to satisfy the needs of target customer while accomplishing specific marketing objective. Marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. Marketing mixes as well as marketing environment are the two variables on which the entire marketing strategy should be building or based to pursue its marketing objectives in the target market.

Traditional marketing mix (i.e. 4p's) represents company choices and decisions. They are driven by the company actions. 4p's of marketing mix are: price, promotion, product and place. 4p's provides a framework for marketing decision making. According to Chong (2003), marketing mix has originated from the single P (price) of microeconomics theory.

Borden (1965) claims to be the first who coined the term marketing mix. It was suggested to him by Cultion (1948) as mixture of ingredients. Borden credits himself with popularising the concept of marketing mix Borden, (2001).

Numerous modifications to the 4p's framework have been proposed by Rafiq and Ahmed in (1995). Emerging new P's are driven by company customer's actions and incorporate customers into the centre of

company principles. According to Oberroi P and Oberoi P (2018), consumer behaviour towards cosmetic products depends on social factors which influence the consumers purchase decision regarding cosmetic products. According to Aliyar, S and Mutambala, C (2015), trust, site design quality and enjoyment are positively related to consumer's online purchase intention.

According to Gupta, P and Misra, P (2017) consumers buying behaviour for personal care products reveals that after sale service, affordable price and promotional tools are the areas where Indian and international company can highly satisfy the existing customers. Vyshnosri Pendyala, (2020) studied the factors influencing the consumer buying behaviour with the respect to Nykaa. Factors such as age, price, and quality, availability of brand, social media and brand name influence the consumer buying behaviour with respect to Nykaa. Suchitra and Ramesh Pai (2021) presented a comprehensive analysis of leading e-commerce cosmetic company Nykaa which is rapidly growing.

Dahiya (2017) studied the impact of e-commerce on market and retailers in India. Market and retailers both have been benefited by e-commerce. Dubey and Jewani (2020, April) analysed the present status, challenges and future prospects in emerging global market in e-commerce in India. Gonda (2019, July-Sept.) presented overview of e-commerce in India.

Kandare, V. B. & Jawale, G. R. (2018, July-Sept.) studied the growth and challenges prevailing in e-commerce in India. Krunakar and Sinha (2016, July) have traced the evolution of e-commerce in India. They have examined the various challenges and issues in e-commerce in India. Menon et al (2020, June) explored the scope of e-commerce in India. Suryawanshi and Maisanoppa (2017, March) studied the challenges and opportunities which prevail in e-commerce in India.

According to Arora, the e-retailing in India has bright future because of changing demographics and changing lifestyle. According to Chinna and Venkatesh (2016), e-retailing in India is facing tough competition in the rapidly changing marketing environment. Rajesh and Prasad (2019, March – April) studied the changing landscape of e-retailing in India. Rao and Sunil (2018) discussed the prospects and challenges in e-retailing in India. Rubby (2016, February) studied the growth, challenges and opportunities in e-retailing in India. Varghese and Shamini (2017) examined the present and future growth of e-retailing in India.

VI. RESEARCH METHODOLOGY OF NYKAA

This study is purely based on primary data and secondary data. Detailed analysis is offered using material gathered from respondents (primary data) and journal article, media and company website including Nykaa company website. Quantitative methods approach has been used in this research. Primary Data has been collected in Ms excel sheet through an online questionnaire to a set of respondents who are believed to have desired information. Secondary Data has been collected from various published articles regarding consumer buying behaviour and about the company.

- Sample size: 201 respondents.
- Sample Design: Convenience Sampling
- Data Collection: Primary Data and Secondary Data
- Nonparametric test procedure has been followed.
- Primary data from the respondents have been presented in the form of graphs, charts and tables.
- Karl Pearson's Chi-square test has been used for Hypothesis testing of primary data.
- Descriptive analysis has been used for data analyses.
- Percentage analysis has been done for the primary data collected and presented in the form of tables and graphs.

VII. HYPOTHESIS

A hypothesis is an assumption. It is based on previous research. It is tested through experiment. It is a framework for drawing conclusions on the basis of assumption. Hypothesis is an assumption based on some evidence which is collected through research. Hypothesis is a tentative statement about the relationship between two or more variables. Hypothesis is specific prediction. It based on some evidence. Hypothesis is an assumption which is made on the basis of some evidence. Hypothesis is prediction which is to be proved or disproved. It plays a crucial role in the field of marketing research. Hypothesis is a preliminary explanation to historical question which is based on evidence and interpretation. Hypothesis is an initial part of any investigation which translates the research questions into prediction. It is testable prediction which

we are expecting to take place in a study. Hypothesis is a concept which may be proven successful or unsuccessful. Variables, population and relation between the variables are essential component of hypothesis.

VIII. FORMULATION OF RESEARCH HYPOTHESIS

Ho1	Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Age Group) (Null Hypothesis) Ha1: Customers are satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Age Group) (Alternative Hypothesis)
	Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Income Level) (Null Hypothesis) Ha1: Customers are satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Income Level) (Alternative Hypothesis)
	Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Gender) (Null Hypothesis) Ha1: Customers are satisfied with the placement of wellness and beauty products on Nykaa website (Response on the basis of Gender) (Alternative Hypothesis)
Ho2	Ho2: Customers do not refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Age Group) (Null Hypothesis) Ha2: Customers do refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Age Group) (Alternative Hypothesis)
	Ho2: Customers do not refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Income Level) (Null Hypothesis) Ha2: Customers do refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Income Level) (Alternative Hypothesis)
	Ho2: Customers do not refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Gender) (Null Hypothesis) Ha2: Customers do refer Nykaa for buying cosmetics against (Nykaa) their competitors. (Response on the basis of Gender) (Alternative Hypothesis)
Ho3	Ho3: The price of Nykaa's wellness and beauty products is not the most important element to increase the customer satisfaction level. (Response on the basis of Age Group) (Null Hypothesis) Ha3: The price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level. (Response on the basis of Age Group) (Alternative Hypothesis)
	Ho3: The price of Nykaa's wellness and beauty products is the not most important element to increase the customer satisfaction level. (Response on the basis of Income Level) (Null Hypothesis) Ha3: The price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level. (Response on the basis of Income Level) (Alternative Hypothesis)
	Ho3: The price of Nykaa's wellness and beauty products is the not most important element to increase the customer satisfaction level. (Response on the basis of Gender) (Null Hypothesis) Ha3: The price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level. (Response on the basis of Gender) (Alternative Hypothesis)

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website
Response on the basis of Age Group

Table 1a

Age Group	Yes	May be	Total
18 -24 Years	19	3	22
25 – 34 Years	104	12	116
35 – 44 Years	39	20	59
45 – 54 Years	2	1	3
55 – 64 Years	1	0	1
Total	165	36	201

Calculation of expected frequency = $(\text{Total observations in } i\text{th row}) \times (\text{Total observations in } j\text{th column})$ Total number of Observations				
	18.06	3.44		
	95.22	20.776		
	48.43	10.567		
	2.46	0.537		
	0.860	0.179		
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
19	18.06	1.06	1.1236	0.0622
104	95.22	8.78	77.088	0.809
39	48.43	- 9.43	88.9249	1.836
2	2.46	- 0.46	0.2116	0.086
1	0.860	0.14	0.0196	0.023
3	3.44	- 0.94	0.8836	0.224
12	20.776	-	77.0181	3.707
		8.776		
20	10.567	9.433	88.98	8.420
1	0.537	0.463	0.214	0.398
0	0.179	-	0.032	0.179
		0.179		
				$x^2 = 15.7442$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 15.7442$
Degree of Freedom (d.f)	= (R - 1) x (C - 1) = (5 - 1 x (2 - 1)) = 4			
Level of Significance	= 0.05			
The Tabulated value or Critical value for 5% level of significance at d.f. = 4 is 9.488				
As the calculated value (15.7442) is more than the table value (9.488), it falls in the critical region, the null hypothesis (Ho: 1) is to be rejected.				
Therefore, we can conclude that the customers belonging to different age groups are satisfied with the placement of wellness and beauty products on Nykaa's website.				

Hypotheses Testing Using Karl Pearson's Chi-Square Test			
Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website			
Response on the basis of Income Level			
Table 1b			
Income Level	Yes	May be	Total
Under 2.5 Lakh	3	1	4
2.5 L – 5 Lakh	14	1	15
5 L – 7.5 Lakh	20	2	22
7.5 L – 10 Lakh	55	3	58
10 L – 20 Lakh	54	12	66
20 L – 30 Lakh	11	10	21
30 Lakh and above	7	8	15
Total	164	37	201
Calculation of expected frequency =			

$(Total\ observations\ in\ ith\ row) \times (Total\ observations\ in\ jth\ column)$				
<i>Total number of Observations</i>				
	3.263		0.736	
	12.24		2.76	
	17.952		4.048	
	47.328		10.678	
	53.856		12.144	
	17.136		3.864	
	12.24		2.76	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
3	3.263	- 0.263	0.069	0.021
14	12.24	1.76	3.098	0.253
20	17.952	2.048	4.194	0.234
55	47.328	7.670	58.859	1.244
54	53.856	0.144	0.021	0.0004
11	17.136	- 6.136	37.650	2.197
7	12.24	- 5.24	27.458	2.243
1	0.736	0.264	0.069	0.095
1	2.74	- 1.76	3.098	1.122
2	4.048	- 2.248	4.194	1.036
3	10.678	- 7.678	58.951	5.521
12	12.144	- 0.144	0.021	0.0017
10	3.864	63.136	37.650	9.744
8	2.076	5.24	27.458	9.948
				$x^2 = 32.624$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 32.624$
Degree of Freedom (d.f.)	= (R - 1) x (C - 1) = (7 - 1) x (2 - 1) = 6			
Level of Significance	= 0.05			
The Tabulated value or Critical value for 5% level of significance at d.f. = 6 is 12.592 for right tailed test				
As the calculated value (32.624) is more than the table value (12.592), it falls in the critical region, the null hypothesis (Ho: 1) is to be rejected.				
Therefore, we can conclude that the customers belonging to different Income Level are satisfied with the placement of wellness and beauty products on Nykaa's website				

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho1: Customers are not satisfied with the placement of wellness and beauty products on Nykaa website

Response on the basis of Gender

Table 1c

Gender	Yes	May be	Total
Female	161	31	192
Male	3	6	9
Total	164	37	201

Calculation of expected frequency =

$(Total\ observations\ in\ ith\ row) \times (Total\ observations\ in\ jth\ column)$

Total number of Observations

	156.656		35.343	
	7.343		1.656	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E

161	156.656	4.343	18.870	0.120
3	7.343	- 4.343	18.861	2.569
31	35.343	- 4.343	18.861	0.534
6	1.656	4.343	18.870	11.395
				$x^2 = 14.618$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				= 14.618
Degree of Freedom (d.f)	= (R - 1) x (C - 1) = (2 - 1) x (2 - 1) = 1			
Level of Significance	= 0.05			
The Tabulated value or Critical value for 5% level of significance at d.f. = 1 is 3.841 for right tailed test				
As the calculated value (14.618) is more than the table value (3.841), it falls in the critical region, the null hypothesis (Ho:1) is to be rejected.				
Therefore, we can conclude that the customers belonging to different Gender are satisfied with the placement of wellness and beauty products on Nykaa's website				

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho2: Customers do not refer Nykaa for buying cosmetics against its competitors.

Response on the basis of Age Group

Table 2a

Age Group	Yes	May be	No	Total
18 -24 Years	15	7	0	22
25 - 34 Years	77	36	3	116
35 - 44 Years	35	24	0	59
45 - 54 Years	1	2	0	3
55 - 64 Years	1	0	0	1
Total	129	69	3	201

Calculation of expected frequency =
(Total observations in ith row) x (Total observations in jth column)
Total number of Observations

Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
15	14.119	0.885	0.7832	0.0554
77	74.448	2.552	6.512	0.087
35	37.866	- 2.866	8.21	0.216
1	1.925	- 0.925	0.855	0.444
1	0.642	0.358	0.128	0.199
7	7.552	- 0.552	0.304	0.04
36	39.820	- 3.82	14.59	0.366
24	20.254	3.746	14.03	0.692
2	1.0298	0.9702	0.941	0.914
0	0.303	- 0.303	0.191	0.303
0	0.328	- 0.328	0.107	0.328
3	1.731	1.269	1.61	0.9303
0	0.880	- 0.88	0.7744	0.88
0	0.045	- 0.045	2.025	0.045
0	0.0149	- 0.149	2.2201	0.0149

				$x^2 = 5.517$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 5.517$
Degree of Freedom (d.f)	= (R - 1) x (C - 1)			
	= (5 - 1) x (3 - 1)			
	= 8			
Level of Significance	= 0.05			
The Tabulated value or Critical value for 5% level of significance at d.f. = 8 is 15.057				
As the calculated value (5.517) is less than the table value (15.057), at d.f. = 8 for right tailed test, the null hypothesis (Ho2) cannot be rejected.				
Hence, we can conclude that the customers of different age groups do not refer Nykaa for buying cosmetics against (Nykaa) their competitors.				

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho2: Customers do not refer Nykaa for buying cosmetics against its competitors.

Response on the basis of Income Level

Table 2b

Income Level	Yes	No	May be	Total
Under 2.5 Lakh	3	0	1	4
2.5 L – 5 Lakh	9	1	5	15
5 L – 7.5 Lakh	16	1	5	22
7.5 L – 10 Lakh	46	1	11	58
10 L – 20 Lakh	42	0	24	66
20 L – 30 Lakh	9	0	12	21
30 Lakh and above	3	0	12	15
Total	128	3	70	201

Calculation of expected frequency =

$$\frac{\text{(Total observations in } i\text{th row)} \times \text{(Total observations in } j\text{th column)}}{\text{Total number of Observations}}$$

	2.547	0.0597	1.393	
	9.552	0.2238	5.223	
	14.0096	0.328	7.660	
	36.9393	0.865	20.196	
	42.0288	0.985	22.981	
	13.3728	0.313	7.312	
	9.552	0.223	5.223	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
3	2.547	0.453	0.2052	0.0805
9	9.552	0.552	0.305	0.03189
16	14.0096	1.990	3.962	0.28278
46	36.9393	9.061	02.102	2.223
42	42.0288	- 0.0288	0.0008	0.00002
9	13.3728	- 4.3728	19.1213	1.4299
3	9.552	- 6.552	42.9287	4.494
0	0.0597	- 0.0597	0.0036	0.0597
1	0.2238	0.7762	6.604	2.6920
1	0.328	0.672	0.452	1.377
1	0.865	0.135	0.018	0.021
0	0.985	- 0.985	0.970	0.985
0	0.313	- 0.313	0.0998	0.313
0	0.223	- 0.223	0.0497	0.223

1	1.393	- 0.393	0.154	0.111
5	5.223	- 0.223	0.0497	9.521
5	7.660	- 2.66	7.0756	0.924
11	20.196	- 9.196	84.566	4.187
24	22.981	1.019	1.038	0.045
12	7.312	4.688	21.977	3.006
12	5.223	6.777	45.927	8.793
				$x^2 = 40.7996$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 40.7996$
Degree of Freedom (d.f) for right tailed test	$= (R - 1) \times (C - 1)$ $= (7 - 1) \times (3 - 1)$ $= 12$			
Level of Significance	$= 0.05$			
The Tabulated value or Critical value for 5% level of significance at d.f. = 12 is 21.026 for right tailed test				
As the calculated value (40.7996) is more than the table value (21.026) at d.f. = 12 for right tailed test, we reject the null hypothesis (Ho2).				
Therefore, we can conclude that the customers belonging to different Income Level do refer Nykaa for buying cosmetics against their competitors.				

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho2: Customers do not refer Nykaa for buying cosmetics against its competitors.

Response on the basis of Gender

Table 2c

Gender	Yes	No	May be	Total
Female	124	3	65	192
Male	4	0	5	9
Total	128	3	70	201

Calculation of expected frequency =

$$\frac{\text{(Total observations in } i\text{th row)} \times \text{(Total observations in } j\text{th column)}}{\text{Total number of Observations}}$$

	122.27	2.87	66.87	
	5.73	0.134	3.13	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
124	122.27	1.73	2.993	0.0245
4	5.73	- 1.73	2.993	0.522
3	2.87	0.13	0.0169	0.00588
0	0.134	0.134	0.179	0.134
65	66.87	- 1.87	3.4969	0.05229
5	3.13	1.87	3.4969	0.1172
				$x^2 = 0.8558$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 0.58558$

Degree of Freedom (d.f)
 $= (R - 1) \times (C - 1)$
 $= (2 - 1) \times (3 - 1)$
 $= 2$

Level of Significance $= 0.05$

The Tabulated value or Critical value for 5% level of significance at d.f. = 2 is 5.991 for right tailed test

As the calculated value (0.58558) is less than the table value (5.991) d.f. = 2 is 5.991 for right tailed test,

we cannot reject null hypothesis (Ho2).

Therefore, we can conclude that the customers belonging to different gender do not refer Nykaa for buying cosmetics against their competitors.

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho3: The price of Nykaa's wellness and beauty products is not the most important element to increase the customer satisfaction level.

Response on the basis of Age Group

Table 3a

Age Group	Yes	No	May be	Total
18 -24 Years	21	0	1	22
25 – 34 Years	94	7	15	116
35 – 44 Years	50	1	8	59
45 – 54 Years	3	0	0	3
55 – 64 Years	1	0	0	1
Total	169	8	24	201

Calculation of expected frequency =

$$\frac{(\text{Total observations in } i\text{th row}) \times (\text{Total observations in } j\text{th column})}{\text{Total number of Observations}}$$

	18.497	0.875	2.627	
	97.532	4.617	13.851	
	44.606	2.348	7.045	
	2.522	0.119	0.358	
	8.401	0.039	0.119	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
21	18.497	2.503	6.265	0.339
94	97.532	- 3.532	12.475	0.128
50	44.606	0.394	0.155	3.129
3	2.522	0.478	0.228	0.0905
1	8.401	- 7.401	54.775	6.520
0	0.875	- 0.875	0.766	0.875
7	4.617	2.389	5.679	1.229
1	2.348	- 1.348	1.817	0.774
0	0.119	- 0.119	0.014	0.119
0	0.039	- 0.039	0.0015	0.039
1	2.627	- 1.627	2.647	1.008
15	13.851	1.144	1.320	0.085
8	7.045	0.955	0.912	0.129
0	0.358	- 0.358	0.128	0.358
0	0.119	- 0.119	0.014	0.119
				$\chi^2 = 14.24$
				$\chi^2 = \sum \frac{(O-E)^2}{E}$
				$= 14.24$

Degree of Freedom (d.f) = (R - 1) x (C - 1)
 = (5 - 1) x (3 - 1)
 = 8

Level of = 0.05

Significance

The Tabulated value or Critical value for 5% level of significance at d.f. = 8 is 15.507 for right tailed test.

As the calculated value (14.24) is less than the table value (15.507) for right tailed test, we cannot reject null hypothesis (Ho3).

Therefore, we can conclude that the customers belonging to different age groups believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho3: The price of Nykaa's wellness and beauty products is not the most important element to increase the customer satisfaction level.

Response on the basis of Income Level

Table 3b

Income Level	Yes	No	May be	Total
Under 2.5 Lakh	4	0	0	4
2.5 L – 5 Lakh	15	0	0	15
5 L – 7.5 Lakh	20	1	1	22
7.5 L – 10 Lakh	49	1	8	58
10 L – 20 Lakh	55	4	7	66
20 L – 30 Lakh	17	1	3	21
30 Lakh and above	10	0	5	15
Total	170	7	23	201

Calculation of expected frequency =

$$\frac{(\text{Total observations in } i\text{th row}) \times (\text{Total observations in } j\text{th column})}{\text{Total number of Observations}}$$

	3.384	0.14	0.456	
	12.69	0.525	1.71	
	18.612	0.77	2.508	
	44.068	2.3	6.612	
	55.836	2.31	7.524	
	17.766	0.735	2.394	
	12.69	0.525	1.71	
Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
4	3.384	0.616	0.379	0.112
15	12.69	2.31	5.336	0.420
20	18.612	1.388	1.926	0.1035
49	44.068	4.932	24.325	0.552
55	55.836	- 0.836	0.6988	0.125
17	17.766	- 0.766	0.5867	0.0330
10	12.69	- 2.69	7.2361	0.570
0	0.14	- 0.14	0.0196	0.14
0	0.525	- 0.525	0.2756	0.525
1	0.77	0.23	0.0529	0.0687
1	2.3	- 1.3	1.69	0.735
4	2.31	1.69	2.856	1.236
1	0.735	0.265	0.070	0.095
0	0.525	- 0.525	0.2756	0.525
0	0.456	- 0.456	0.2079	0.456
0	1.71	- 1.71	2.924	1.71
1	2.508	- 1.508	2.274	0.907
8	6.612	1.388	1.9265	0.291

7	7.524	- 0.524	0.2745	0.0365
3	2.394	0.606	0.367	0.1533
5	1.71	3.29	10.824	6.3298
				$x^2 = 14.24$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 14.24$
Degree of Freedom (d.f))	= (R - 1) x (C - 1) = (7 - 1) x (3 - 1) = 12			
Level of Significance	= 0.05			
The Tabulated value or Critical value for 5% level of significance at d.f. = 12 is 21.026 for right tailed test				
As the calculated value (14.24) is less than the table value (21.026) for right tailed test, we cannot reject null hypothesis (Ho3).				
Therefore, we can conclude that the customers belonging to different Income Level believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.				

Hypotheses Testing Using Karl Pearson's Chi-Square Test

Ho3: The price of Nykaa's wellness and beauty products is not the most important element to increase the customer satisfaction level.

Response on the basis of Gender

Table 3c

Gender	Yes	No	May be	Total
Female	163	7	22	192
Male	6	1	2	9
Total	169	8	24	201

Calculation of expected frequency =
 $\frac{(Total\ observations\ in\ ith\ row) \times (Total\ observations\ in\ jth\ column)}{Total\ number\ of\ Observations}$

Observed (O)	Expected (E)	(O-E)	(O-E) ²	(O-E) ² /E
163	161.433	1.567	2.455	0.015
6	7.567	- 1.567	2.455	0.324
7	7.642	- 0.642	0.412	0.054
1	0.358	0.642	0.412	1.151
22	22.925	- 0.999	0.998	0.0435
2	1.075	0.642	0.413	0.384
				$x^2 = 0.812$
				$x^2 = \sum \frac{(O-E)^2}{E}$
				$= 0.812$

Degree of Freedom
(d.f)) = (R - 1) x (C - 1)
= (2 - 1) x (3 - 1)
= 2

Level of Significance = 0.05

The Tabulated value or Critical value for 5% level of significance at d.f. = 2 is 5.991 for right tailed test

As the calculated value (0.812) is less than the table value (5.991) for right tailed test, we cannot reject null hypothesis (Ho3).

Therefore, we can conclude that the customers belonging to different gender believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.

IX. FINDINGS

1. The customers belonging to different age groups are satisfied with the placement of wellness and beauty products on Nykaa's website.
2. The customers belonging to different Income Level are satisfied with the placement of wellness and beauty products on Nykaa's website.
3. The customers belonging to different Gender are satisfied with the placement of wellness and beauty products on Nykaa's website.
4. The customers of different age groups do not refer Nykaa for buying cosmetics against (Nykaa) their competitors.
5. The customers belonging to different Income Level do refer Nykaa for buying cosmetics against their competitors.
6. The customers belonging to different gender do not refer Nykaa for buying cosmetics against their competitors.
7. The customers belonging to different age groups believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.
8. The customers belonging to different Income Level believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.
9. The customers belonging to different gender believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.

X. SUGGESTIONS

1. Nykaa should try to meet consumer's growing expectations while keeping cost in check.
2. Nykaa should conduct market survey time to time.
3. Nykaa should think on its pricing positioning, segmentations and targeting.
4. Nykaa should enhance both its primary and support activities within its value chain.
5. Nykaa must adopt technological advancement such as AI, Machine Learning and virtual trying on experience to stay close to the customers' choices and preferences.
6. The consumer is the king of the market so Nykaa must ensure quality products in wellness and beauty e-commerce sectors and bring awareness among all categories.
7. Nykaa must adopt and innovate to seize on marketplace driven opportunity.
8. Nykaa's Wellness and beauty e-commerce sectors must retain its agility, adopt data driven practices and remain relentlessly consumers focus.

XI. CONCLUSION

1. Despite the stiff competitions in the wellness and beauty sector and the COVID slowdown, Nykaa has secured an impressive market share.
2. Nykaa's Omni channel marketing strategy helped to conquer the Indian wellness and beauty e-commerce sector and build a loyal customer base.
3. Nykaa has on-going commitment to authenticity.
4. Authenticity, sustainability and empowerment lie at the core of wellness and beauty e-commerce.
5. Delivering something new to customers is significant component of Nykaa's wellness and beauty e-commerce.
6. Nykaa focuses on customer service, affordable pricing and wide range of wellness and beauty e-commerce product.
7. Nykaa targets its customers on social media platforms through influencing marketing.
8. Identifying the elements of marketing mix enables Nykaa to make profitable decisions at all levels.
9. We can conclude that the customers belonging to different age groups, different income levels and different gender are satisfied with the placement of wellness and beauty products on Nykaa's website.
10. We can conclude that the customers of different age groups, different gender do not refer Nykaa for buying cosmetics against (Nykaa) their competitors.
11. The customers belonging to different Income Level do refer Nykaa for buying cosmetics against their competitors.
12. We can conclude that the customers belonging to different age groups, different Income Level and different gender believe that the price of Nykaa's wellness and beauty products is the most important element to increase the customer satisfaction level.

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