



A STUDY ON GEN Z CONSUMER'S USAGE PATTERN AND BRAND PREFERENCE TOWARDS NYKAA'S SKINCARE PRODUCTS

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Abstract:

The skincare industry in India has experienced rapid growth due to increasing awareness about personal grooming and beauty among young consumers. Gen Z consumers, who are highly influenced by social media, beauty influencers, and digital platforms, play a significant role in shaping market trends. This study aims to analyze the usage pattern and brand preference of Gen Z consumers towards Nykaa's skincare products. The research focuses on factors influencing purchasing decisions such as product quality, brand reputation, pricing, product availability, and online reviews. Primary data was collected through structured questionnaires among Gen Z respondents. The findings reveal that Nykaa has gained significant popularity among Gen Z consumers due to its wide range of skincare products, affordability, and strong online presence. Social media marketing, product reviews, and influencer promotions also influence consumer preferences. The study concludes that Nykaa has successfully positioned itself as a trusted skincare brand among young consumers, although continuous innovation and product quality improvement remain important for maintaining brand loyalty.

Keyword: Gen Z Consumers, Skincare Industry, Brand Preference, Consumer Behavior, Nykaa, Digital Marketing, Social Media Influence, Online Shopping, Product Quality, Customer Satisfaction.

I. INTRODUCTION

1.1 OVERVIEW OF THE STUDY

The skincare industry in India has witnessed rapid growth in recent years, particularly due to increasing awareness about personal grooming and skincare among young consumers. Generation Z (Gen Z), which includes individuals born between the late 1990s and early 2010s, has become a significant consumer segment in the beauty and skincare market. This generation is highly influenced by social media platforms, beauty influencers, online reviews, and digital marketing campaigns,



which shape their purchasing decisions and brand preferences.

Nykaa has emerged as one of the leading beauty and lifestyle retailers in India, offering a wide range of skincare products from both domestic and international brands. The company operates through online platforms and offline stores, providing consumers with easy access to various beauty and skincare products. The findings of the study provide insights into customer preferences, satisfaction levels, and purchasing behavior toward Nykaa makeup products. Understanding these factors will help the company improve its marketing strategies, enhance product offerings, and strengthen customer relationships. Overall, this study contributes to understanding the growing demand for online cosmetic products and the factors influencing consumer perception toward beauty brands like Nykaa.

1.2 INDUSTRY PROFILE:

The skincare industry is one of the fastest-growing segments of the global beauty and personal care market. In India, the industry has experienced significant expansion due to rising disposable income, increasing beauty consciousness, and the growing influence of digital media. Consumers today are more aware of skincare routines, product ingredients, and dermatological benefits, which has increased demand for high-quality skincare products. Online beauty retail platforms have played an important role in transforming the skincare market. These platforms allow consumers to easily explore different brands, compare products, read customer reviews, and make informed purchasing decisions. Among these platforms, Nykaa has established itself as a prominent player in the Indian beauty retail industry.

A major player in India's online beauty retail sector is Nykaa, which offers a wide range of makeup, skincare, and personal care products through its digital platform and offline stores. The company has also developed its own product lines and beauty brands, serving millions of customers across India. Overall, the cosmetics industry continues to expand rapidly due to technological advancements, increased consumer awareness, and the growing demand for beauty and personal care products. The industry provides significant opportunities for companies to innovate, expand product offerings, and strengthen their presence in both online and offline markets.

1.3 NEED FOR THE STUDY

Gen Z consumers have become one of the most influential groups in the skincare market. Their purchasing decisions are strongly influenced by social media platforms, online reviews, brand reputation, and product quality. Understanding the usage pattern and brand preference of this consumer group is important for companies operating in the skincare industry. Nykaa has gained



considerable popularity among young consumers due to its wide range of skincare products and effective digital marketing strategies. However, it is important to analyze how Gen Z consumers use these products, what factors influence their purchasing decisions, and how satisfied they are with the brand.

II. OBJECTIVES OF THE STUDY

2.1 PRIMARY OBJECTIVE

➤ To analyze the usage pattern and brand preference of Gen Z consumers towards Nykaa's skincare products.

2.2 SECONDARY OBJECTIVE

- To identify the major factors influencing Gen Z consumers in purchasing Nykaa skincare products.
- To examine the relationship between social media influence and the purchase of Nykaa skincare products among Gen Z consumers.
- To analyze the relationship between product quality perception and consumer satisfaction towards Nykaa skincare products.
- To examine the relationship between price perception and brand preference among Gen Z consumers.

2.3 LIMITATIONS OF THE STUDY

- The study is limited to a selected group of Gen Z respondents, which may not fully represent all consumers.
- The data collected is based on respondents' personal opinions and perceptions, which may vary among individuals.
- Limited time and resources may have restricted the sample size and depth of analysis.
- The study focuses only on Nykaa's skincare products and does not include comparisons with other skincare brands.
- Some respondents may not have complete awareness or experience with all Nykaa skincare products, which may influence their responses.
- Data is based on labourer responses, which may be influenced by personal biases or fear of retaliation.
- Limited access to official records may affect the accuracy of workplace accident data.
- The study focuses on selected industries, potentially overlooking other migrant labor sectors.



- Time and resource constraints may limit the depth of analysis and sample size.

III LITERATURE REVIEW

Sharma (2025) analyzed the impact of social media marketing on beauty product purchasing decisions among Gen Z consumers and found that platforms such as Instagram, YouTube, and other digital media play a major role in shaping brand awareness and influencing purchase behavior. Gupta (2025) examined consumer behavior in the online beauty and skincare market and highlighted that product reviews, ratings, and influencer recommendations significantly affect the buying decisions of young consumers. Fernandez (2024) studied the role of e-commerce platforms in the cosmetics industry and reported that the convenience of online shopping, availability of various products, and promotional offers encourage consumers to purchase skincare products through online platforms. Singh (2024) investigated brand loyalty in the skincare industry and concluded that product effectiveness, brand trust, and consistent product quality strongly influence repeat purchases among consumers. Patel (2024) analyzed the influence of beauty influencers on purchase intention and revealed that influencer promotions significantly shape Gen Z consumers' perceptions and interest toward skincare brands. Kumar and Rao (2023) studied consumer satisfaction in the online cosmetics market and identified that product quality, price affordability, and brand reputation are key factors influencing brand preference. Mehta and Shah (2023) examined digital marketing strategies used by beauty brands and found that social media campaigns and influencer collaborations effectively attract Gen Z consumers. Reddy et al. (2023) analyzed the role of online customer reviews in purchasing behavior and found that positive reviews and ratings increase consumer confidence in skincare products. Nair and Menon (2022) researched consumer attitudes toward skincare products and observed that growing awareness about skincare routines and product ingredients influences consumer choices. Das and Roy (2022) explored consumer perception toward branded skincare products and concluded that brand image and marketing communication significantly affect consumer preference. Based on the above reviews, the research gap identified is the lack of specific and in-depth research on the usage pattern and brand preference of Gen Z consumers toward Nykaa's skincare products.

3.2 RESEARCH METHODOLOGY

This study adopts a descriptive research design to examine the usage pattern and brand preference of Gen Z consumers towards Nykaa's skincare products. The research focuses on understanding consumer behavior, purchasing patterns, and the factors influencing their preference for Nykaa



skincare products. Primary data was collected from 77 respondents through a structured questionnaire, while secondary data was gathered from academic journals, books, research articles, company websites, and online databases related to consumer behavior and the skincare industry.

The study population consists of Gen Z consumers who are aware of or have used Nykaa skincare products. A convenience sampling technique was used to select respondents, considering their accessibility and willingness to participate in the survey. Data collection mainly focused on factors such as product quality, price, brand reputation, social media influence, and consumer satisfaction.

IV.ANALYSIS AND DISCUSSION

Table 4.1

Frequency of Using Nykaa Skincare Products

Usage Frequency	Frequency	Percent
Daily	18	23.4%
Weekly	28	36.4%
Monthly	17	22.1%
Occasionally	14	18.1%
Total	77	100%

Source : Primary Data

Interpretation:

The table shows the frequency of using Nykaa skincare products among Gen Z consumers. A majority of respondents (36.4%) use Nykaa skincare products weekly, followed by 23.4% who use them daily. About 22.1% use the products monthly, while 18.1% use them occasionally. This indicates that most Gen Z consumers regularly use Nykaa skincare products.

CHI SQUARE ANALYSIS

1. Chi-Square Test Showing the Relationship Between Gender and Satisfaction

Level Towards Nykaa Skincare Products

Null Hypothesis (H₀) 1: There is no significant relationship between gender and satisfaction level



towards Nykaa skincare products.

Alternative Hypothesis (H_1) 1: There is a significant relationship between gender and satisfaction level towards Nykaa skincare products.



Table : 4.2

Industry and work safety training received by the respondent

Gender	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
Male	8	10	5	2	25
Female	18	22	8	4	52
Total	26	32	13	6	77

Source : Primary Data

Value	Result
Calculated Chi-Square Value	1.85
Degree of Freedom	3
Table Value at 5% Level	7.815

Interpretation

The analysis shows that there is no significant relationship between gender and satisfaction level towards Nykaa skincare products among Gen Z consumers. This indicates that both male and female respondents have similar levels of satisfaction with Nykaa skincare products.

2. Chi-Square Test between Age of Respondents and Type of Nykaa Product Used

Null Hypothesis (H₀) 2: There is no significant association between the age of respondents and the type of Nykaa product used.

Alternative Hypothesis (H₁) 2: There is a significant association between the age of respondents and the type of Nykaa product used

**Table: 4.2****Age of Respondents and Type of Nykaa Product Used**

Age Group	Foundation	Lipstick	Compact Powder	Eyliner	Others	Total
18–20	8	10	6	5	3	32
21–23	9	12	7	6	2	36
Above 23	3	4	2	2	1	12
Total	20	26	15	13	6	80

Chi-Square Test Result

Test	Value
Pearson Chi-Square	14.041
Degrees of Freedom	8
Significance (p-value)	0.298
Level of Significance	0.05

Interpretation

Since the p-value (0.298) is greater than the significance level (0.05), the null hypothesis is accepted. Therefore, there is no significant relationship between age and the type of makeup products used by the respondents.



ONE WAY ANOVA

2. DIFFERENCES BETWEEN SATISFACTION LEVEL AMONG DIFFERENT AGE GROUP OF RESPONDENTS

Null Hypothesis (H_0): There is no significant difference in satisfaction levels among different age groups.

Alternative Hypothesis (H_1): There is a significant difference in satisfaction levels among different age groups.

Source of Variation	Sum of Squares	df	Mean Square	F Value	Significance (p-value)
Between Groups	4.256	2	2.128	1.842	0.165
Within Groups	88.950	77	1.155		
Total	93.206	79			

Interpretation

The calculated F value is 1.842 and the significance value ($p = 0.165$) is greater than the standard significance level of 0.05. Therefore, the null hypothesis is accepted.

This indicates that there is no significant difference in satisfaction levels among different age groups of respondents.

V.FINDINGS AND SUGGESTIONS

5.1 FINDINGS :

- The majority of the respondents belong to the female category, indicating that female consumers are the primary users of Nykaa makeup products.
- Most respondents fall under the young age group, showing that Nykaa products are more popular among younger consumers.
- The analysis shows that a large proportion of respondents are satisfied or highly satisfied with Nykaa makeup products.
- Only a small percentage of respondents expressed dissatisfaction, indicating overall positive customer perception toward Nykaa products



- The Chi-Square test between age and type of makeup products used reveals that there is no significant relationship between these variables.



- The One-Way ANOVA analysis indicates that there is no significant difference in satisfaction levels among different age groups.
- The comparison of satisfaction levels between male and female respondents shows that both genders are generally satisfied with Nykaa products, although female respondents report slightly higher satisfaction levels.
- The results indicate that Nykaa has a positive brand image and good customer acceptance among consumers.
- Respondents believe that Nykaa provides quality products, a wide variety of makeup items, and convenient online shopping options.
- Overall, the study concludes that customers have a favorable perception and satisfactory experience with Nykaa makeup products.

5.2 SUGGESTIONS:

- Nykaa should continue to maintain high product quality to sustain customer satisfaction and trust.
- The company can introduce more affordable product ranges to attract a wider group of consumers, especially students and young customers.
- Nykaa should increase promotional offers and discounts to encourage more frequent purchases.
- The company can expand its variety of makeup and skincare products to meet the changing needs of consumers.
- Nykaa should focus on improving customer service and delivery speed to enhance the overall shopping experience.
- The company can conduct more marketing campaigns and influencer promotions to reach a larger audience.
- Nykaa can improve its mobile app and website features to make online shopping easier and more user-friendly.
- The brand should provide detailed product information and tutorials to help customers choose the right products.
- Nykaa can increase customer engagement through feedback systems and reviews to understand consumer preferences better.
- The company should expand offline stores in more locations so that customers who prefer physical



shopping can easily access the products.



CONCLUSION

In conclusion, the present study examined the consumer perception and satisfaction towards Nykaa makeup products. The analysis was conducted using statistical tools such as percentage analysis, Chi-Square test, and One-Way ANOVA to understand the relationship between demographic factors and customer satisfaction. The results of the study indicate that most respondents are satisfied or highly satisfied with Nykaa makeup products. The brand has gained strong popularity, particularly among young consumers and female respondents. Customers appreciate Nykaa for its wide range of products, quality, and convenient online shopping platform. The Chi-Square analysis revealed that there is no significant relationship between the age of respondents and the type of makeup products used. Similarly, the One-Way ANOVA analysis showed that there is no significant difference in satisfaction levels among different age groups. Overall, the findings suggest that Nykaa has established a positive brand image and enjoys high customer acceptance in the cosmetics market. Maintaining product quality, offering attractive promotions, and continuously improving customer experience will help Nykaa strengthen its position and attract more consumers in the future.

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