To Study the Impact of Digital Advertising of Nykaa on Consumer Purchase Decision in Pune Region

Ms. Neha Popalghat

BIMM, Sri Balaji University, Pune

1. Research Abstract:

The present research report emphases on studying 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 sellers and consumers are increasing daily by large percentages. India's total online sales figure is estimated to reach the US \$100 billion by 2021. With the rise in technology, the internet is changing into an important one stop point for consumers in finding most of their wants. Be it communication, entertainment, data search or shopping, internet is a cure for all their necessities. According to the global networking giant Cisco, Digital transformation can take India's web users from 373 million (28% of population) in 2016 to 829 million (59% of the Indian population) in 2022. This clearly demonstrates that India is growing quick and people are getting habitual of using the internet because the evolution of human society, the improvement in Communication processes and Digital Convergence open up new ways of opportunities and challenges for marketing. Subsequently, the internet has affected ahead to play a major role within the consumer decision making process. Several consumers are online on a daily basis 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. This study investigates the impact of Digital advertising on consumer purchasing decisions by conducting a survey.

2. INTRODUCTION:

Advertising is constantly present, however, individuals may not know about it. In this day and age, publicizing utilizes each conceivable media to get its message through. It does this by means of TV, print (papers, magazines, diaries and so forth), radio, press, web, direct selling, hoardings, mailers, challenges, sponsorship, blurbs, garments, occasions, hues, sounds, visuals and even individuals (supports). Digital advertising is a showcasing technique that includes the utilization of the Internet as a medium to get site traffic and target and convey promoting messages to the correct clients. Digital advertising is designed for characterizing markets through one of a kind and valuable applications.

Digital advertising is a standout amongst the most financially savvy methods for advertising since showcasing items on the online are more affordable when contrasted with advertising them on a physical outlet. This is on the grounds that the costs utilized on beginning a site and the utilization of advertising articles or digital based life in building up an online nearness are negligible and an organization need not need to acquire the expense of property rental and upkeep as there will be no buy of stocks for showcase in a store. The digital gives a superior stage to assemble associations with clients accordingly expanding client maintenance level for instance when a client has bought a product the organization can start the relationship by sending a subsequent email to affirm the exchange and after that thank the client. It can likewise welcome the client to give item surveys on its website and this will help construct a feeling of the network.

While work plans and certain ways of life could affect buyer's capacity to physically go out to the shop amid typical working hours, utilizing digital advertising systems organizations can give their buyers a 24-hour outlet for searching the products they need. Buyer conducts the investigation of how particular clients, gatherings or associations select, purchase, use, and discard thoughts, products, and

administrations to fulfil their necessities and needs. It refers to the activities of the purchasers in the commercial centre and the hidden intentions in those activities. Advertisers expect that by understanding what makes the customers buy specific product, they will most likely figure out which items are required in the commercial centre, which is out of date, and how to introduce the products to the buyers in a best way.

3. Research Problem:

Internet is one of the significant mediums that own all kinds of features, which implies a great potential and strong advertising medium in the future. Moreover, Internet has a better impact than traditional media in the features like format variety, affinity and storage. Furthermore, Internet is the only medium so far which has the feature of interactivity. Internet creates lots of new communication opportunities and possibilities that were unable to be achieved in the past because of the limitation of media technologies. In spite of these whether the digital advertisement is effective in influencing the potential buyers in modern era is the key question that the researcher is going to explore.

4. Research Objectives:

- 1. To determine the effect of digital advertisement of Nykaa on creation of awareness.
- 2. To find out the impact of digital advertisement of Nykaa on consumer purchase decision.
- 3. To study the consumers perception towards Digital advertisement of Nykaa products.

5. Hypothesis:

- Ho- There is no significant impact of key factors on buying behaviour of consumers.
- Ha- There is a significant impact of key factors on buying behaviour of consumers.
- Ho- There is no significant difference between influence of digital advertisement of Nykaa between women and men.
- Ha- There is a significant difference between influence of digital advertisement of Nykaa between women and men.
- Ho- There is no significant impact of Animation/Theme used in an Ad of Nykaa on influence of consumers.
- Ha- There is a significant impact of Animation/Theme used in an Ad of Nykaa on influence of consumers.

6. Review of Literature:

After studying the available literature on Digital advertising, one of the works of Getrude Mwakasege where he has done research on "Influence of Advertising on Consumer Buying Behaviour" and he concludes that advertising plays a very significant role in influencing consumers buying behaviour by providing attracting their attention, arousing their interest, making need to buy the products. Forever Living uses event, magazine, Facebook, word of mouth, DVD, trade fair, T Shirt and web site advertising.

While Gaurav Bakshi and Dr. Surender Kumar Gupta stated the extent and variety of online advertisement is growing dramatically. According to them Businesses are spending more on online advertisement than before. Understanding the factors that influence on-line advertising effectiveness is important. Their study seeks to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention.

A. U. Khandare and P. B. Suryawanshi (2016) conducted research on "Studying the Impact of Internet Advertising on Consumer Buying Behavior". This study aims to quantifying the impact of internet advertising on consumer buying behavior, 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 behavior of the consumer improves the loyalty of customers towards brand that helps in forwarding of the advertised merchandise.

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 interne 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.

Gitanjali Kalia and Dr. Ashutosh Mishra (2016) conducted research on "Effects of online Advertising on Consumers". This study aims to help the advertisers to understand to what extent the online advertising is beneficial. The research concluded that respondents prefer rectangular banner and skyscraper advertisements that too designed in huge image and copy heavy layouts.

Digital Advertising:

Several cases of digital ad campaigns include, display advertising: the role of web banners or banner advertisements, which are the small boxes of ads that you attend on many sites. These banner ads increase product awareness and may also drive traffic to a company's internet site. Standard ads are often static, animated, dynamic, interactive, or television. Behavioral targeting, demographic targeting, geographic targeting, retargeting and site based targeting are all usual ways in which advertisers choose to target banner ads, the ability to effectively target a very specific consumer is a Digital advertising is a selling strategy that involves the use of the Internet as a medium to generate website traffic and mark and present marketing messages to the right customers. Digital advertising is geared toward defining markets through unique and useful applications. Since the former 1990s, there has been an exponential increase in the growth of digital advertising, which has modernized into a standard for small and big organizations. Digital advertising is also recognized as Internet advertising. A major advantage of Digital advertising is the quickest promotion of product information without geographical boundary limits. A major challenge is the developing domain of interactive advertising, which poses new challenges for digital advertisers.

Examples of digital advertising include banner ads, hunt engine results pages, social networking ads, e-mail spam, online classified ads, pop-ups, contextual ads and spyware. Digital Advertising encompasses all the features of offline advertising, it is more beneficial than offline or print media because its scope is too high and can reach all over the globe due to the internet. Customization is possible in digital ad campaigns in content, time and targets. And it is less costly than print advertising. Several cases of digital ad campaigns include, display advertising: the role of web banners or banner advertisements, which are the small boxes of ads that you attend on many sites. These banner ads increase product awareness and may also drive traffic to a company's internet site. Standard ads are often static, animated, dynamic, interactive, or television. Behavioral targeting, demographic targeting, geographic targeting, retargeting and site based targeting are all usual ways in which advertisers choose to target banner ads, the ability to effectively target a very specific consumer is a major win for digital advertisers.

A major advantage of digital advertising is the ability to gain a broad audience for a fraction of what it would cost in traditional advertising. Another beneficial portion of digital advertising is the ability to easily, accurately and inexpensively measure statistics. Analyzing digital advertising campaigns have become somewhat of a science, as there are so many ways to trace measure and test results. These analytics make it lots more comfortable to optimize digital advertising campaigns and estimate return on investment (ROI). Kotwal (2008)

Behavioral targeting or behavioral advertising can be thought of as the process of selecting prospects based on what they actually behave digitally. Such digital activities can include search terms used, sites Visited and general shopping habits. The technique of behavioral targeting delivers advertisements to audiences who are actively looking for your offering or have a story of visiting web sites of a similar content or composition of your product or service, in behavioral targeting you are sampling to accurately pick out or target prospects based on what they actually do online or have done online. Again, the technique of behavioral targeting delivers display ads to audiences who are actively looking for your offerings.

Consumer Buying Behavior: The term "consumer behavior" indicates the natural processes and decisions that factor in a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, polish, personality, age and education (Kotler, 2004). Findings on consumer behavior are practiced to develop methods and products that will boost company performance and gross revenue. Customers have become a lot of powerful, more knowledgeable and more subtle, and research into modern consumer behavior is progressively vital for businesses according.

Advertising to attract consumers, providing better environment, product, services and policies are important in improving today's consumer experience to keep jobs in retaining customers. This study tries to square up and explain the effectiveness of digital advertising in stimulating consumer response.

7. Research Methodology: Type of Research : Descriptive Research Sample Universe : Pune Sample Frame : Pune Sample Size : 104 Sampling Unit : Nykaa Customers : Google form Instrument Data Source : Primary and Secondary data Type of Questions : Both open ended and close ended questions Sampling Test : Convenience Sampling

8. Data Analysis: Reliability Test: Scale: Key Factors

Case Processing Summary

		Ν	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

	Cronbach's	
	Alpha Based on	
Cronbach's	Standardized	
Alpha	Items	N of Items
.776	.775	5

Item Statistics

	Mean	Std. Deviation	Ν
Variety_of_products	3.88	.924	100
Price_comparision	3.73	.952	100
Convinience	3.82	1.077	100
Reviews	3.68	1.197	100
Offers	3.63	1.195	100

Inter-Item Correlation Matrix

	Variety_of_prod	Price_comparisi			
	ucts	on	Convinience	Reviews	Offers
Variety_of_products	1.000	.525	.344	.193	.161
Price_comparision	.525	1.000	.553	.393	.275
Convinience	.344	.553	1.000	.574	.442
Reviews	.193	.393	.574	1.000	.623
Offers	.161	.275	.442	.623	1.000

Reliability Scale: Parameters

Case Processing Summary

		Ν	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

	Cronbach's Alpha Based	
Cronbach's Alpha	on Standardized Items	N of Items
.771	.771	7

Item Statistics

	Mean	Std. Deviation	Ν
Product_Description	3.94	.941	100
Price	4.02	.910	100
Brand_Image	3.75	1.140	100
Celebrity_Endorsement	3.31	1.116	100
Ad_Tune	3.39	1.205	100
Animation_in_Ad	3.44	1.217	100
Social_Cause_Ads	3.46	1.167	100

Inter-Item Correlation Matrix

			Brand				
	Product_		_				
	Descripti		Imag	Celebrity_	Ad_Tu	Animation	Social_Cause
	on	Price	e	Endorsement	ne	_in_Ad	_Ads
Product_Descripti	1.000	.532	.485	.172	.190	.147	.301
on							
Price	.532	1.000	.423	.073	.149	.247	.277
Brand_Image	.485	.423	1.000	.514	.417	.269	.254
Celebrity_Endorse	.172	.073	.514	1.000	.412	.322	.308
ment							
Ad_Tune	.190	.149	.417	.412	1.000	.440	.503
Animation_in_Ad	.147	.247	.269	.322	.440	1.000	.382
Social_Cause_Ads	.301	.277	.254	.308	.503	.382	1.000

HYPOTHESIS-1

Crosstabs

Case Processing Summary

	Cases	Cases						
	Valid		Missing		Total			
	N	Percent	Ν	Percent	Ν	Percent		
Buying_Behaviour *	100	100.0%	0	.0%	100	100.0%		
Variety_of_products								
Buying_Behaviour	100	100.0%	0	.0%	100	100.0%		
Price_comparision								
Buying_Behaviour	100	100.0%	0	.0%	100	100.0%		
Convinience								
Buying_Behaviour * Reviews	100	100.0%	0	.0%	100	100.0%		
Buying_Behaviour * Offers	100	100.0%	0	.0%	100	100.0%		

Buying_Behaviour * Variety_of_products

Variety_of_products								
			Extremel					
			У	Unlikel	Neutr	Likel		
			Unlikely	у	al	у	Extremely likely	Total
Buying_	Never	Count	3	3	10	16	3	35
Behaviou		Expected Count	1.0	1.8	5.6	18.5	8.0	35.0
r		Std. Residual	1.9	.9	1.9	6	-1.8	
	Rarely	Count	0	2	3	18	8	31
		Expected Count	.9	1.6	5.0	16.4	7.1	31.0
		Std. Residual	-1.0	.4	9	.4	.3	
	Occasionally	Count	0	0	3	16	9	28
		Expected Count	.8	1.4	4.5	14.8	6.4	28.0
		Std. Residual	9	-1.2	7	.3	1.0	
	Frequently	Count	0	0	0	3	3	6
		Expected Count	.2	.3	1.0	3.2	1.4	6.0
		Std. Residual	4	5	-1.0	1	1.4	
Total		Count	3	5	16	53	23	100
		Expected Count	3.0	5.0	16.0	53.0	23.0	100.0

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	20.770 ^a	12	.044
Likelihood Ratio	23.942	12	.021
Linear-by-Linear	16.157	1	.000
Association			
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .18.

Buying_Behaviour * Price_comparision

			Price_comparisi	Price_comparision				
			Extremely	Unlikel	Neutr	Like	Extremely	Tota
			Unlikely	у	al	ly	likely	1
Buying_	Never	Count	1	7	10	13	4	35
Behaviour		Expected Count	.4	3.2	10.1	13.3	8.0	35.0
		Std. Residual	1.1	2.2	.0	1	-1.4	
	Rarely	Count	0	2	11	11	7	31
		Expected Count	.3	2.8	9.0	11.8	7.1	31.0
		Std. Residual	6	5	.7	2	.0	
	Occasionally	Count	0	0	7	13	8	28
		Expected Count	.3	2.5	8.1	10.6	6.4	28.0
		Std. Residual	5	-1.6	4	.7	.6	
	Frequently	Count	0	0	1	1	4	6
		Expected Count	.1	.5	1.7	2.3	1.4	6.0
		Std. Residual	2	7	6	8	2.2	
Total		Count	1	9	29	38	23	100
		Expected Count	1.0	9.0	29.0	38.0	23.0	100. 0

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	15.552 ^a	12	.213
Likelihood Ratio	18.362	12	.105
Linear-by-Linear	8.306	1	.004
Association			
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .24.

Chi-Square Tests

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	19.460 ^a	12	.078
Likelihood Ratio	20.494	12	.058
Linear-by-Linear	12.503	1	.000
Association			
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .06.

Buying_Behaviour * Convenience

Crosstab

			Convinience	Convinience				
			Extremely	Unlik	Neutr	Likel	Extremely	
			Unlikely	ely	al	у	likely	Total
Buying	Never	Count	3	5	11	9	7	35
_		Expected	1.4	2.4	8.0	12.3	10.9	35.0
Behavio		Count						
ur		Std. Residual	1.4	1.6	1.0	9	-1.2	
	Rarely	Count	1	0	5	15	10	31
		Expected	1.2	2.2	7.1	10.9	9.6	31.0
		Count						
		Std. Residual	2	-1.5	8	1.3	.1	
	Occasionally	Count	0	2	6	9	11	28
		Expected	1.1	2.0	6.4	9.8	8.7	28.0
		Count						
		Std. Residual	-1.1	.0	2	3	.8	
	Frequently	Count	0	0	1	2	3	6
		Expected	.2	.4	1.4	2.1	1.9	6.0
		Count						
		Std. Residual	5	6	3	1	.8	
Total		Count	4	7	23	35	31	100
		Expected	4.0	7.0	23.0	35.0	31.0	100.0
		Count						

Chi-Square Tests

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	15.552 ^a	12	.213
Likelihood Ratio	18.362	12	.105
Linear-by-Linear	8.306	1	.004
Association			
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .24.

Buying_Behaviour * Reviews

			Reviews					
			Extremely Unikely	Unlikely	Neutral	Likel y	Extremely likely	Total
Buying_	Never	Count	4	6	6	16	3	35
Behavio ur		Expected Count	2.1	4.9	4.9	13.3	9.8	35.0
		Std. Residual	1.3	.5	.5	.7	-2.2	
	Rarely	Count	0	5	3	6	17	31
		Expected Count	1.9	4.3	4.3	11.8	8.7	31.0
		Std. Residual	-1.4	.3	6	-1.7	2.8	
	Occasionally	Count	2	3	4	13	6	28
		Expected Count	1.7	3.9	3.9	10.6	7.8	28.0
		Std. Residual	.2	5	.0	.7	7	
	Frequently	Count	0	0	1	3	2	6
		Expected Count	.4	.8	.8	2.3	1.7	6.0
		Std. Residual	6	9	.2	.5	.2	
Total		Count	6	14	14	38	28	100
		Expected Count	6.0	14.0	14.0	38.0	28.0	100.0

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	23.417 ^a	12	.024
Likelihood Ratio	26.732	12	.008
Linear-by-Linear	3.416	1	.065
Association			
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .36.

Buying_Behaviour * Offers

			Offers		-	-		
			Extremely	Unlikel		Likel	Extremely	
			Unlikely	у	Neutral	у	likely	Total
Buying	Never	Count	6	4	14	6	5	35
_		Expected	3.2	1.8	9.5	11.2	9.5	35.0
Behavi		Count						
our		Std.	1.6	1.7	1.5	-1.6	-1.4	
		Residual						
	Rarely	Count	0	0	5	11	15	31
		Expected	2.8	1.6	8.4	9.9	8.4	31.0
		Count						
		Std.	-1.7	-1.2	-1.2	.3	2.3	
		Residual						
	Occasionally	Count	3	1	8	11	5	28
		Expected	2.5	1.4	7.6	9.0	7.6	28.0
		Count						
		Std.	.3	3	.2	.7	9	
		Residual						
	Frequently	Count	0	0	0	4	2	6
		Expected	.5	.3	1.6	1.9	1.6	6.0
		Count						
		Std.	7	5	-1.3	1.5	.3	
		Residual						
Total		Count	9	5	27	32	27	100
		Expected	9.0	5.0	27.0	32.0	27.0	100.0
		Count						

			Asymp. Sig. (2-
	Value	df	sided)
Pearson Chi-Square	29.603 ^a	12	.003
Likelihood Ratio	34.490	12	.001
Linear-by-Linear	5.822	1	.016
Association			
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .30.

- As indicated in Chi-Square Tests table, Significance of Pearson chi square for different factors are as follow:

1.	Variety of Products	0.044	
2.	Price Comparison		0.078
3.	Convenience(24*7 availability)	0.213	
4.	Reviews and Images	0.024	
5.	Offers and Discount	0.003	

- Since, Significance of Pearson chi square for Variety of Products, Reviews and Images, Offers and Discount is less than 0.05
- Therefore, there is a significant impact of Variety of Products, Reviews and Images, Offers and Discount on buying behaviour of consumers.

HYPOTHESIS-2

T-Test

Group Statistics

	Gender	Ν	Mean	Std. Deviation	Std. Error Mean
Influence	Male	50	3.32	1.253	.177
	Female	50	4.02	1.204	.170

- Here, there are two levels of independent variables i.e Male and Female.

- There are 50 for each group. As shown in the above table, mean is higher for Female.

		Levene for H	e's Test Equality							
		of Vari	iances	t-test for	-test for Equality of Means					
						Sig. (2-	Mean Differe	Std. Error Differe	95% Interval Differen	Confidence of the ce
		F	Sig.	t	df	tailed)	nce	nce	Lower	Upper
Influence	Equal variances assumed	1.337	.250	-2.849	98	.005	700	.246	-1.188	212
	Equal variances not assumed			-2.849	97.84 4	.005	700	.246	-1.188	212

Independent Samples Test

- As shown above in Independent sample tests table, there are two rows i.e Equal variances assumed and Equal variances not assumed.
- In column Levene's Test for Equality of Variances, significance is greater than 0.05 i.e 0.250
- Therefore we select Equal variances assumed row. Assume that there is homogeneity in variance.
- Significance for the independent t-test 0.005, which is less than 0.05
- Hence, we reject the null hypothesis and accept the alternate hypothesis.
- So, there is a significant difference between influence of digital advertisement of Nykaa between women and men.

HYPOTHESIS-3

Model Summary^b

		R		Std. Error	Change Statistics					
Mod		Squar	Adjusted	of the	R	Square				
el	R	e	R Square	Estimate	Change		F Change	df1	df2	Sig. F Change
1	.48	.230	.222	1.121	.230		29.309	1	98	.000
	0"									

a. Predictors: (Constant), Animation_in_Ad

b. Dependent Variable: Influence

- We have adjusted R square of 0.222, this tells us that 22.2% of the variance that the dependent variable is explained by the independent variables.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.860	1	36.860	29.309	.000 ^a
	Residual	123.250	98	1.258		
	Total	160.110	99			

a. Predictors: (Constant), Animation_in_Ad

b. Dependent Variable: Influence

- In ANOVA table, we have statistically significant finding table here, i.e less than 0.05 for the P value(sig).

Coefficients^a

				Standardiz				
				ed				
		Unstandardized		Coefficien			95.0% Confidence	
		Coefficients		ts			Interval for B	
							Lower	Upper
Model		В	Std. Error	Beta	t	Sig.	Bound	Bound
1	(Constant)	1.945	.338		5.76	.000	1.275	2.616
					0			
	Animation_in_A	.501	.093	.480	5.41	.000	.318	.685
	d				4			

a. Dependent Variable: Influence

- In the Coefficients table, for Animations/themes used in an Ad, Unstandardized Coefficients is 0.501 and Standardized Coefficients is 0.480.

- P-value for Animations/themes used in an Ad is less than 0.05, that is statistically significant.
- Hence, reject the null hypothesis and accept the alternate hypothesis.
- So, there is a significant impact of Animation/Theme used in Digital Ad of Nykaa on influence on consumers.

9. Findings:

- Convenience is the key factor followed by Reviews, Offers, Price comparison and Variety of products which customers consider while buying products from Nykaa.
- It is found that after watching Digital Ads of Nykaa 22% of the people got extremely influenced and 41% of the people for moderately influenced.
- Among all the Digital Platforms, Social Media [59%] is most important platform on creation of awareness. 6 respondents got information from OTT platforms, 14 respondents from TV Ads and 20 respondents from Friends and Family.
- 79% of the consumers think Nykaa should advertise digitally more in coming future.
- After watching digital ad of Nykaa, 6% of the people buy once in a week, 28% of the respondents buy once in a month, 31% of the respondents by Nykaa Products once in a Quarter and remaining 35% respondents buy once in a year.
- The reason of being Digital advertisement impactful is because they can compare products with its feature [55%], followed by it can go with the trends easily [55%], already knows what to buy without searching much [49%], get to know about various Offers and Discounts [31%] and it helps them to know from where to buy [25%].
- Video Ads are most preferred type of Ads followed by Photo Ads, Carousel Ads, Stories Ads, Messenger Ads and E-mail Ads.
- While watching Digital Advertisement of Nykaa, Price is the most important parameter which consumers consider, followed by Brand image, Product Description, Tune/music used in an Ad, Animation/theme used in an Ad and celebrity endorsement.

10. Suggestions:

- Web Engage- Reach a highly relevant customer base with an on-site communication tool which is done using real time targeting.
- App notifications- An effective tool for targeting certain customers based on past behaviour and preferences. This can be used to acquire new customers.
- **Subscription/Replenishment-** Encourage repeat customers through replenishment emails or our subscribe and save feature. This will helps in customer loyalty.
- **Sampling-** Acquire new customers through different sampling initiatives such as pick and mix. Helps customers discover new products and test them before making a big purchase.

11. Limitations:

• **Consumers ignore advertisements:** Where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want respond to.

• Viewing Problems: Such as Website downtime, when any technical issues happen, companies lose the chance to broadcast advertisements for their products and services and may lose potential sales.

• **Consumers Get Distracted:** Websites present consumers with many options that can easily distract them and pull their attention from your digital advertisements.

• The study has confined to urban areas as it assumed that the rural areas do not have good Internet connection and so the entire findings are based on urban consumers only.

• **Geographical coverage:** as only limited areas have been taken from Pune, India. It is not sure whether the findings will apply to the whole country.

12. Conclusion:

- As per the study about the buying pattern of Nykaa, customers get affected by price followed by major parameters like Brand image Product Description, Tune/music used in an Ad, Animation/theme used in an Ad and celebrity endorsement.
- The study established that the impact of digital advertising on reach and creation of awareness.
- The study concludes that the majority of the respondents are influenced by Social media ads and TV ads for their buying decision.
- Digital advertising is an effective channel for marketing as the ads are attractive and appealing which changes from time to time.

- The study concludes that the reliability of digital advertising through recall was moderately good as more percentage of the respondents could recall the digital ads they had seen.
- The study established that digital advertising influenced purchase decision of the customers to a moderate extent as nearly half of the respondents were influenced purchase decision.
- The study established that digital advertising is a key determinant of purchase decision of the customers.
- The findings augment that digital advertising is a key determinant of purchase decision by the customers and that digital advertising has an association with purchase decision.

13. Future Research:

This study is conducted region of Pune city with a limited number of respondents, so the scope of the study is for the limited area only therefore for future research, the study must be conducted in wider region/area with a greater number of respondents to get more accurate results. More time can be given to collect the data so that the data which is collected has more accuracy and impact.

14. References:

- Mr. Bhargava BR, Mr. Ravi Shankar N.; Online Advertising: Impact on Consumer Buying Behaviour of Cosmetic Products.
- A.U. Khandare, P.B Suryawanshi.; studying the impact of Internet Advertising on Consumer Buying Behaviour.
- Gaurav Bakshi, Dr. Surendra Kumar Gupta; Volume 3, Issue 1(February 2013).; Online Advertising and its impact on Consumer Buying Behaviour.
- Anilkumar Dhore, Dr. Snehal Godbole.; A descriptive Study of the Effectiveness of Internet Advertising on Consumer Buying Behaviour in Nagpur City.
- Getrude Mwakasege.; Influence of Advertising on Consumer Buying Behaviour: Case Study of Forever Living Cosmetic Products.
- Meghna Meena and Dr. Mamta (2017).; "Impact of Online Advertising on Consumer Buying Behavior".
- Gitanjali Kalia and Dr. Ashutosh Mishra (2016).; "Effects of online Advertising on Consumers".
- Kotler, P., (2004), Marketing management, 11th International edition–Prentice-Hall, pp 706.
- Kotwal N, Gupta, N & Devi, A (2008), Impact of TV advertisements on buying pattern of adolescent girls, Journal of Social sciences, vol. 16 no. 1
- Introduction of Premium Product Line for Nykaa; https://issuu.com/nxtstack/docs/nykaa-book
- https://www.semanticscholar.org/paper/Impact-of-advertising-on-consumer's-buyingbehavior-Yuhalis/a290b79bc0ca952cb4bad068e5b825a26cf7187b