

Comparative Study Between Nykaa and Mamaearth with Special Reference in Coimbatore City

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Abstract

The research attempts to study the consumer buying behavior of cosmetic products, particularly Nykaa and Mamaearth in India, specifically with reference to Coimbatore. The purpose of this paper is to compare the two products and to decide which product is best. In this paper, respondents are only those who are using Nykaa and Mamaearth products and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

Keywords: Cosmetics, Consumer Behavior, Buying habits, Satisfaction level.

1. INTRODUCTION

Internet becomes more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using internet, various innovative companies have set up system for taking customer orders, facilitate making of payments, customer services, collection of marketing data, and online feedback respectively.

An attempt has been made to critically examine various corporate business level strategies of two biggest e-retailers and those Nykaa and Mama Earth. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, shopper's online shopping experience, value added differentiation, and product offering. Both these big players made their own mark in India, but who is going to be ultimate winner or be the close comparative study of Nykaa.com comparative with one of the close competitor Mama earth. It delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

1.1. SCOPE OF STUDY

E-commerce is growing at a rapid speed, among the e-commerce companies functioning in India. Nykaa and Mama Earth are the most preferred ones. In this study customer satisfaction, factors responsible for it and preference of people between two organizations are analyzed and compared.

1.2. STUDY OF OBJECTIVE

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce site.

- To determine the customer satisfaction with the Mama Earth and Nykaa product.
- To understand the work flow of Nykaa and Mama Earth in Coimbatore.

1.3. STATEMENT OF PROBLEM

E-commerce companies have grown beyond expectation and are the life common people today. Through, there are many E-commerce companies currently; the companies namely Nykaa and Mama Earth are taken for the study. In this study the factors responsible for the level of satisfaction of customers of the above two companies are analyzed.

1.4. RESEARCH METHODOLOGY

Research is the process of gathering and analysis of critical and relevant facts about any. It is a way to systematically solve the search problem. The research is the process of “defining and redefining problems formulating hypothesis or suggested solution, collecting, organizing and evaluating data, making declaration and reaching conclusions and that last carefully testing to determine whether they fit the Hypothesis” by Clifford Woody.

GEOGRAPHICAL AREA OF THE STUDY

A comparative study on Nykaa and Mama Earth with special reference to Coimbatore city.

SAMPLING TECHNIQUES

Sampling technique used for the collection of data required for the research study is convenience sampling method.

1.5. TOOLS AND TECHNIQUES OF ANALYSIS

Tools and techniques analysis :- The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures. Analysis and Interpretation: Factor Ranking Method: Under this method respondents were asked to assign the rank to the factors. The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank & was determined with ascending order.

1.6. LIMITATIONS OF THE STUDY

- Time factor was the main limitation.
- Only 100 respondents were taken for the study.
- The study was restricted to a limited area.

REVIEW OF LITERATURE

Kanagaraj (2020), in this research study, the author explains the satisfaction of Himalaya products in Coimbatore. The product is Ayurveda products, natural and used ingredients in herbal products have helped people live healthier, rich lives. Himalaya focuses on people getting healthy and wellness of their health. The objective is to identify the socio-economic factors affecting consumer user satisfaction with Himalaya products. 45.3 % of the respondents are influenced by ingredient companies providing mass advertisements to promote their products.

Kalyani (2022), this study is to understand and analyzed the consumers buying behavior on herbal personal care products. The author says several brands of herbal products are chemical-free, environment-free, hygiene, and vegan, and the products are consumers easily with home delivery, digital payment, and many promotional offers. It's suitable for their skin and hair type. The social media platform is an important role in selling products. The study was conducted in Mumbai city and the sample size of 50 respondents. The study highlights consumer perception and behavior, awareness about more herbal products, frequency of purchase, and more.

CONCLUSION

The modern market is highly competitive in nature. The consumer is the emperor in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase toxic free products, they wait for the brand during non-availability, become emerging as important source of information and inspired of impact of other factors, the actual brand decision is taken by themselves.

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