



Influencer Marketing and Buying Behavior (A case study of Kay Beauty products)

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Abstract:

The cosmetics and personal care industry is one of the fastest growing consumer products sectors in India, with increasing shelf space in retail stores and boutiques in India, stocking cosmetics from around the world. As per Statista, India is ranked fourth globally for generating the highest revenue from the beauty and personal care market in 2021. According to the IMARC Group, the Indian beauty and personal care market is expected to exhibit a CAGR of 6.5% during 2022-2027. One of India's successful cosmetic companies is 'Kay Beauty' by Katrina Kaif in partnership with beauty retailer Nykaa, the country's first celebrity-owned beauty company. Launched in 2019, the service is available across 100 Nykaa stores in India which delivers to more than 1,600 cities. With the development of social networks, a brand-new marketing idea called Influencer marketing is quickly taking shape. The way we interact has evolved as a result of social networks, where users are now active content producers. Today's businesses actively encourage user participation in social media communication. In this new marketing concept, "influencers" have a much more significant market impact on individuals. The aim of the research paper, is to study the effect of influencer marketing on purchase decision of Kay beauty products. Simple random sampling is used to study the females in the age group of 18-30. The results show that "Influencer marketing" helped spread the word about Kay beauty products, but it had little real effect on consumers' purchasing decisions.

Keywords: Kay beauty, Nykaa, Cosmetic products, Influencer Marketing, Buying Behavior, Consumer.

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