

# Understanding Buyer Persona & Customer Journey of **Nykaa**

Presented by Shreyosi Jana

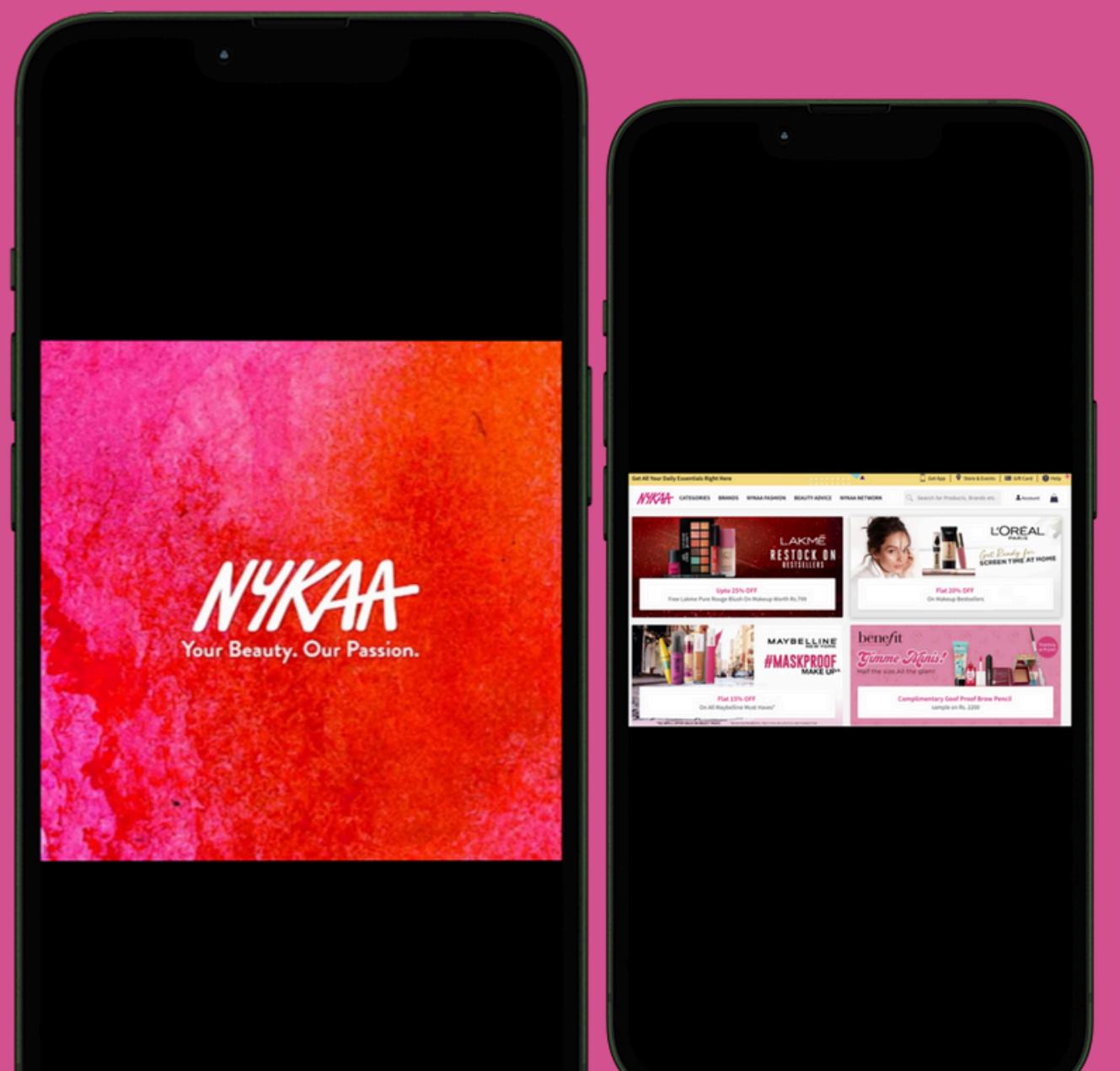


# Company Overview & History

- Nykaa (FSN E-Commerce Ventures Ltd.) is an Indian-based, omnichannel beauty and lifestyle e-commerce platform founded in 2012 by Falguni Nayar.
- Nykaa's business model thrives on Market Place business model.
- Nykaa is an Indian retail company. It sells beauty, wellness and fashion products through its website, mobile app and over 100 physical stores.
- Nykaa sells products which are manufactured in India as well as internationally.



# Reasons for Rapid Growth



- 01 Trust in Authenticity – Inventory-led model ensured only genuine products, solving a big problem in India's beauty market.**
- 02 Variety & Exclusivity – Wide assortment of international + Indian brands, with exclusive launches.**
- 03 Influencer and celebrity partnerships- The brand leverages influencer marketing with a wide range of creators, from macro-celebrities like Katrina Kaif to micro-influencers.**
- 04 Expansion into Tier 2 and 3 cities- By expanding its physical store network into smaller cities,**

# Customer Journey

## Awareness

Acknowledging a need or problem.

## Decision

Becoming a customer.

## Advocacy

Recommending the brand to others.

## Consideration

Researching and comparing options.

## Loyalty

Using the product and continuing engagement.

# Key Stages of the Customer Journey



## Awareness

- Spots Nykaa ads on Instagram, YouTube, or influencer posts.
- Reads articles/tutorials on Nykaa Beauty Book or sees a celebrity campaign.
- Friends mention Nykaa as a reliable platform for authentic beauty products

## Consideration

- Downloads the Nykaa app to explore product categories.
- Browses reviews, tutorials, and influencer content on Nykaa TV/Network.
- Shortlists products during festive sales like “Pink Friday Sale.”

# Key Stages of the Customer Journey



## Decision

- Trusts Nykaa's authenticity and wide range of brands (both premium and affordable).
- Opt for COD or digital wallet for secure checkout.
- Uses Nykaa Prive membership perks or coupon codes to complete the purchase.

## Loyalty

- Engages with Nykaa app regularly for personalized recommendations.
- Repeats purchases after a smooth delivery and genuine product experience
- Shops both online and at Nykaa Luxe/On Trend stores for hybrid convenience.

# Key Stages of the Customer Journey

## Advocacy

- Recommends Nykaa to peers for authenticity and variety.
- Contributes to brand trust through positive word-of-mouth and social posts.
- Shares unboxing videos or product reviews on Instagram/YouTube.



# Buyer Personas

## **Research Demographics**

Understand your audience's **age, gender, and location.**

## **Psychographics**

Align your product offerings with **customer expectations.**

## **Analyze Behavior**

Track customer interactions to improve **engagement strategies.**

## **Identify Pain Points**

Discover the main challenges your **customers face daily.**

A portrait of a young woman with long dark hair, smiling. She is wearing a yellow and white horizontally striped short-sleeved top. The background is a solid orange color.

# Demographics

- **Name : Puja Agarwal**
- **Age: 18-45 years**
- **Gender: Primarily female, but male grooming buyers are increasing.**
- **Location: Urban & Tier-2 cities.**
- **Income Level: Middle to upper-middle class.**



# Psychographics

- **Values:** Quality, authenticity, and trust in brands.
- **Lifestyle:** Digitally savvy, spends significant time on Instagram, YouTube, and beauty forums.



# Buying Behaviors

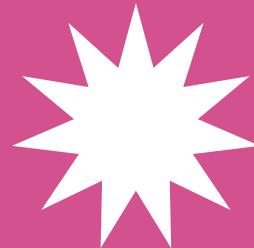
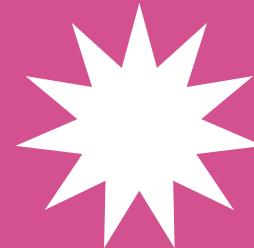
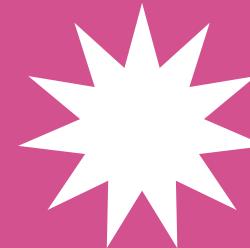
- Shops online regularly, open to experimenting with new beauty products.
- Mix of affordable daily essentials (like Nykaa Naturals, Maybelline) + premium splurges (MAC, Huda Beauty, Kay Beauty).
- Prefers brands that educate and offer personalized recommendations.
- Uses discounts, loyalty programs, and waits for sales.



# Pain Points

- **Fear of fake/counterfeit beauty products.**
- **Difficulty finding the right shade or product fit without trying.**
- **Overwhelmed by too many options, seeks guidance.**

# Thank You!



## Email

shreyosij@gmail.com

## Social Media

@shreyosijana

## Mobile

+91 7980116839