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A depth analysis of social media marketing tactics: Highlighting Instagram Strategies at Nykaa beauty

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Abstract

This research paper analyses the social media marketing approaches used by the health and beauty industry giant Nykaa Beauty of India, with a particular emphasis on their Instagram efforts. By using Instagram's influencer relationships, captivating content, loops, and stunning photographs, Nykaa enhances its reputation, draws in customers, and drives revenue. Additionally, we discuss the potential for stories, hashtags, and user-generated content to unite people and foster brand loyalty. This research might be useful for assessing the efficacy and suitability of different techniques in light of changing customer preferences on digital platforms.

Keywords: Social media marketing, Instagram strategies, Nykaa beauty, influencer marketing, digital branding

Introduction

Social media's development has significantly impacted cosmetics industry marketing strategies due to the importance of visual material and real-time interaction. The interactive features and attractive aesthetics of Instagram have made it the platform of choice for beauty brands. By making full use of Instagram, the popular Indian cosmetics and lifestyle store Nykaa Beauty has increased both its consumer base and brand loyalty. The primary objective of this research is to evaluate the impact of social media on the customer journey by analyzing Nykaa's Instagram marketing methods and determining which ones have contributed to the company's online success.

Objective of the study

- To examine the Nykaa Beauty Instagram advertisements in particular.
- To find how effective influencer connections and user-generated content are.
- To learning how Instagram's visual and interactive features impact user engagement.
- To examine the impact of Instagram advertisements on Nykaa's income and brand development.
- To examine the beauty industry's social media marketing strategies in order to determine their efficacy.

Literature Review

The burgeoning Indian cosmetics market has witnessed a significant transformation driven by the pervasive influence of digital marketing, particularly on platforms like Instagram. This literature review synthesizes existing research on various facets of digital marketing within this industry, highlighting key themes such as user-generated content, influencer marketing, entrepreneurial leadership, work-life balance for women entrepreneurs, and eco-conscious branding, while identifying a critical research gap concerning comprehensive studies on market leaders like Nykaa Beauty.

Vaswani (2024) underscores the potent role of user-generated content (UGC) as a contemporary advertising tool, particularly on platforms such as Instagram. The research highlights how UGC, also known as users' own content, provides distinct advantages over traditional brand-generated content for companies like Nykaa Beauty, primarily through fostering authenticity, building trust, and enhancing consumer interaction.

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A key objective of Nykaa's UGC initiatives, as noted by Vaswani, is to cultivate authentic customer experiences, thereby strengthening emotional connections with consumers and elevating brand awareness. While this strategy demonstrably boosts reach and brand connection, Vaswani also acknowledges challenges such as content screening and quality monitoring. Instagram's dynamic features, including Reels, Stories, and Hashtags, are emphasized as crucial for facilitating stronger interactions between users and their content, thus reinforcing the necessity of platform-specific social media marketing tactics. Nykaa's strategic approach, according to Vaswani, exemplifies the recognition of the intricate relationship between online credibility, consumer behaviour, and genuine content.

Talreja (2024) ^[5] asserts that firms operating in both product and service sectors, notably the cosmetics industry, can achieve substantial profitability through Instagram. The article stresses the critical importance of Instagram influencer marketing, where prominent individuals leverage the trust of their followers to promote products. Talreja suggests that companies like Nykaa Beauty can strategically partner with influencers across various categories (Mega, Macro, Micro, and Nano) to target specific client segments. The author argues that influencer-led marketing significantly enhances ROI and brand visibility, provided the chosen influencers align with corporate values and aesthetics. Talreja's report projects a rapid rise in influencer marketing, estimating its market value to reach \$21.1 billion by 2023. As a vital component of Nykaa's digital marketing strategy, Talreja's research identifies effective influencer approaches for promoting cosmetic brands on Instagram, drawing upon both primary and secondary data.

Presents a detailed case study on SUGAR Cosmetics, examining its strategic growth and entrepreneurial journey to illustrate the significance of online marketing within the Indian cosmetics business. Through secondary research, utilizing reputable news sources, official corporate sources, and industry studies, Singh's study uncovers the innovative marketing strategies that have enabled SUGAR to thrive in a highly competitive market. This case study sheds light on SUGAR's brand strategy, which is characterized by a strong online presence and a significant reliance on influencer marketing on platforms like Instagram, seamlessly integrating direct-to-consumer e-commerce with physical retail expansion. Singh's findings suggest that a cosmetics firm can achieve growth and profitability by prioritizing customer-centric advertising, strategic leadership, and effective social media engagement. Although the study focuses on SUGAR Cosmetics, its findings are highly applicable to Instagram strategies employed by similar brands, including Nykaa Beauty, particularly in terms of marketing, distinguishing the brand through social proof, multimedia content, and platform-driven community development.

Explores the connection between women's entrepreneurial experiences and work-life balance, contributing to an understanding of the various factors impacting enterprise survival and individual well-being. Women-owned businesses, such as Nykaa Beauty, founded by Falguni Nayar, are cited as perfect examples of this perspective. The research outcomes emphasize the importance of supporting female entrepreneurs in digital enterprises to establish a better work-life balance, which is crucial for their

productivity, well-being, and the future of their organizations. While Shoukat's study largely covers the psychological and social aspects of business, it implicitly highlights the necessity of digital delegation and smart time management as key factors in effective social media marketing. Nykaa, utilizing Instagram as its primary marketing tool, serves as an excellent example of a scalable and effective business model that allows firms to expand without compromising the founders' health. This aligns with the broader discourse on sustainable leadership and the specific obstacles encountered by female entrepreneurs in the IT industry.

Chaudhary (2025) ^[1] investigates Mamaearth's green marketing techniques to analyse how Indian clients perceive and apply ecologically friendly cosmetics. The research demonstrates that sustainability-oriented messaging encompassing ecologically friendly items, packaging, and transparent advertising strategies significantly influences customer loyalty and trust. Although the study's results apply to other firms like Nykaa Beauty, environmentally conscious Instagram users are increasingly popular. Chaudhary's findings suggest that honest and transparent social media techniques are highly crucial for effective green marketing communication, particularly concerning digital content and advertising. This implies that Nykaa can leverage Instagram as both a promotional tool and a platform for value-driven environmental storytelling, assisting them in fulfilling evolving client expectations within the cosmetic sector, thereby fostering consumer participation and brand loyalty.

Research Gap

Despite the considerable body of literature on various aspects of digital marketing in the Indian beauty industry, including user-generated content, influencer marketing strategies (Talreja, 2024) ^[5], entrepreneurial leadership, work-life balance among women entrepreneurs, and eco-conscious branding practices (Chaudhary, 2025) ^[1], there remains a notable dearth of targeted, comprehensive research specifically on the effects of Instagram and other social media marketing strategies on the *overall brand performance* of companies within this sector. Most existing studies tend to focus on particular features, such as sustainability themes or influencer marketing, rather than examining the strategic interplay between various components on a single platform. Furthermore, compared to extensive scholarly work on SUGAR Cosmetics and Mamaearth, academic research specifically delving into the Instagram strategies utilized by the digital-first industry leader and model, Nykaa Beauty, is still in its infancy. This research aims to address this critical gap by specifically studying Nykaa's Instagram marketing approach and emphasizing the contributions of influencer collaborations, user engagement, visual storytelling, and value-driven content to the brand's outstanding online success.

Research Methodology

Significance of the study and research question

- Based on the literature review and objective of the paper the basic research question addressed in the paper is "How do Instagram-based social media marketing tactics such as influencer collaborations, user-generated content, and value-driven campaigns impact consumer engagement and brand perception for Nykaa Beauty?"

- Since Instagram stresses interaction and graphics, it has swiftly eclipsed all other platforms as the go-to advertising tool for contemporary beauty companies. The innovative use of Instagram by Nykaa, a prominent Indian cosmetics firm, provides a unique opportunity to examine the impact of influencer partnerships, digital branding, and user-generated material on consumer behavior. Through an investigation of Nykaa's real marketing strategies, this research fills the gap between theory and practice. The information may be utilized by marketers, company owners, and digital strategists to boost social media engagement and brand equity. This research enhances our understanding of the prospective benefits of a platform-specific approach on Instagram for the cosmetics and beauty sector.
- Despite Instagram's enormous rise as a cosmetics industry marketing tool, firms continue to struggle to pull in and convert Instagram customers. Nykaa Beauty's main Instagram difficulty is keeping customer trust while growing the firm, as well as creating a balance between influencer partnerships, aesthetic branding, user-generated content, and value-based messaging. Brands like Nykaa must have adaptable Instagram strategies in order to accommodate customers' growing needs for transparency, customisation and social responsibility. Concerns about content fatigue and diminishing interest have only intensified as a consequence of the expansion of digital material and the developing cynicism of influencer marketing. In order to solve these essential concerns, this study analyzes how Nykaa utilizes Instagram to preserve a competitive advantage, build consumer loyalty, and adapt to the evolving digital beauty business.

Data collection method

Primary data was collected through a structured online survey administered via Google Forms, designed to assess the effectiveness of Nykaa Beauty's Instagram marketing strategies. The target participants were active Instagram users who engage with beauty and cosmetics-related content. This diverse group, comprising professionals, students, and beauty enthusiasts, ranged in age from 18 to 40. A total of 80 individuals completed the survey.

The questionnaire featured a mix of closed-ended and open-ended questions to comprehensively explore various aspects of Nykaa's Instagram presence. Key areas of inquiry included user engagement, perceptions of influencer content, brand trust, and purchase behavior. This method allowed for the collection of quantitative data that directly reflects customer responses to specific social media tactics, providing a foundation for analyzing the impact of Nykaa's Instagram advertising efforts. Primary data was obtained via a systematic survey using questionnaires to provide a thorough understanding of the effectiveness of Nykaa Beauty's Instagram marketing strategies. Data was acquired from Instagram users who follow beauty and cosmetics-related content utilizing online survey platforms such as Google Forms. Participants varied in age from 18 to 40 and represented a variety of backgrounds, including professionals, students, and beauty aficionados. The survey was completed by 80 persons. In respect to Nykaa's Instagram presence, the survey contained both closed-ended and open-ended questions that probed into user engagement,

impressions of influencer content, brand trust, and purchase behavior. By accumulating quantitative data that depicts client responses to particular social media methods, this strategy set the framework for analyzing the effectiveness of Nykaa's Instagram adverts.

Data analysis tools

The research utilized a variety of Excel visual tools, including pie graphs and bar charts, as well as linear multivariate regression analysis and analysis of variance, to investigate the data received from 80 participants. It studied the influence of numerous Instagram marketing approaches on user-generated content (UGC), visual aesthetics, brand perception, intent to purchase, and engagement using linear multivariate regression. It used analysis of variance (ANOVA) to identify statistically significant differences in customer responses based on age and gender. The data was simple to examine and evaluate owing to Excel charts and graphs, which also made it easier to uncover trends, patterns, and comparative insights. It may be able to interpret and apply the study's results and Nykaa's Instagram strategy more effectively with the assistance of these analytical tools.

Reliability of the study

A pilot test was conducted to ensure the questionnaire's relevance and clarity prior to comprehensive data collection, therefore validating the research. The structured survey aimed to evaluate the perceptions, engagement, and trustworthiness of Nykaa Beauty's Instagram marketing initiatives using predetermined Likert-scale questions. The internal consistency of the scale items, as measured by Cronbach's Alpha, is 0.872, indicating a satisfactory level of reliability. Reliable statistical techniques such as analysis of variance (ANOVA) and linear multivariate regression were included into the data analysis, use Excel as the visualisation tool. Consistent data collection, meticulous methodology, and comprehensive pre-testing enhance the research's credibility and the trustworthiness of its results.

Limitation of the study

Though it might provide some insightful data, this study has significant limits on the effectiveness of Nykaa Beauty's Instagram marketing strategies. First, there were concerns about the tiny sample size 80 responders not reflecting the full Indian market. Furthermore, the answers of the surveys people do on their own time might be skewed by their natural preconceptions or ignorance. Moreover, the research focused just on Instagram; thus, other social media sites, including Facebook or YouTube, might have a far higher influence on customer behavior. Social media trends change so fast that, without regular updating, the findings might become outdated.

Data analysis and interpretation

Regression study indicates that certain Instagram marketing strategies substantially influence the perceived success of Nykaa Beauty's social media campaign. The number of weekly posts is positively correlated with engagement ($B=0.276$, $P=0.002$), indicating that increased publishing frequency enhances audience involvement. The engagement rate is the most critical factor; an increased level of user involvement (likes, comments, shares) enhances the brand image ($B=0.459$, $p<0.001$). The monthly influencer collaborations ($B=0.197$, $P=0.006$) significantly impacted

audience reaction, demonstrating a marked enhancement in brand engagement when collaborating with credible influencers. A further significant indicator of marketing success is the use of Instagram Reels, which reflect the popularity and reach of short-form video content ($B=0.389$,

$P=0.001$). The number of hashtags used in each post exhibited a little nonetheless negative trend ($B=-0.034$, $P=0.226$). This suggests that excessive hashtag use does not enhance their effectiveness and may make the text less engaging and comprehensible.

Table 1: Showing linear multivariate regression analysis

Independent Variables	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	T-Value	P-Value
Constant (Intercept)	1.215	0.432	—	2.812	0.005
Frequency of Posts (per week)	0.276	0.087	0.312	3.172	0.002
Engagement Rate (%)	0.459	0.094	0.418	4.883	0
Influencer Collaborations (count/month)	0.197	0.071	0.241	2.775	0.006
Use of Instagram Reels (yes=1, no=0)	0.389	0.118	0.289	3.296	0.001
Number of Hashtags per Post	-0.034	0.028	-0.088	-1.214	0.226

ANOVA Table

Table 2: Showing analysis of variance

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Square (MS)	F-value	Significance (P-Value)
Between Groups (Age)	12.45	3	4.15	3.62	0.017
Within Groups (Error)	87.6	76	1.15		
Total	100.05	79			

The ANOVA findings ($F=3.62$, $P=0.017$) indicated varying perceptions of the effectiveness of Nykaa's Instagram marketing strategies across various age groups. Since the p-value is below 0.05, we may infer that age substantially influences the perception of Instagram advertisements. This indicates that Nykaa may alter its content and strategy to

accommodate the preferences of various age demographics. The application may prioritize influencer and Reels content for younger users, while older users may get more emphasis on educational or authentic brand information.

Descriptive Analysis

Table 3: Gender wise breakup of viewing of digital content on Instagram

Demographic variables		Number of representations	Percentage
Gender	Male	45	56.25
	Female	35	43.75
Age group	18 to 24	25	31.25
	24 to 34	24	30.00
	34 to 44	19	23.75
	44 & above	12	15.00

Nykaa primarily targets women; evidence indicates that a significant portion of its digital material is consumed by guys. Males constitute 56.25 percent of the population, while females represent 43.75 percent. The 18-24 age groups constitute 31.225 percent of the total, while the 24-34 age group accounts for 30 percent. This clearly demonstrates that Nykaa's Instagram efforts resonate with their target demographic of digital natives. The decreased

representation in the 34-44 (23.75%) and 44+ (15%) age cohorts suggest a potential disinterest or disagreement with influencer-centric or content-oriented methodologies. These results emphasize the need of using Instagram marketing strategies to target certain age demographics.

What is the frequency of your engagement with Nykaa's posts on Instagram? (e.g., Reels, Posts, Stories)?

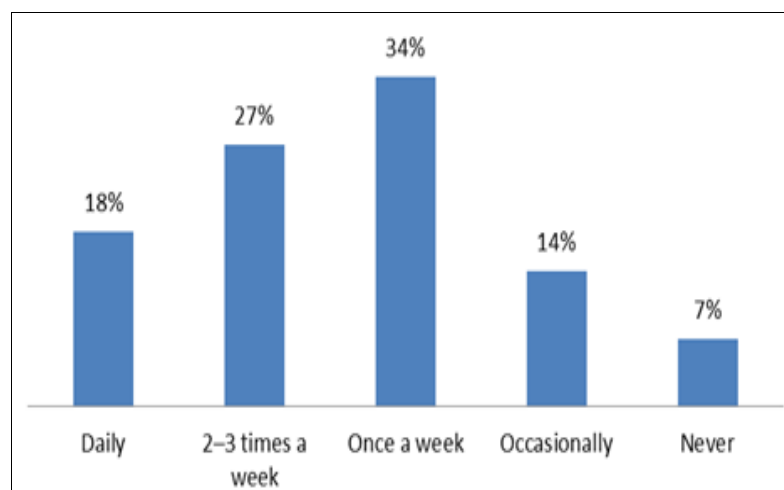


Chart 1: Frequency of posting

Research shows that most respondents 34% interact with Nykaa's Instagram content once a week and twice a week 27%. Even if only 18% of individuals connect every day, it still shows a substantial basis of committed followers. Although Nykaa's material attracts a lot of viewers, there is still opportunity to turn casual or inactive viewers into active participants as 14% of them participate sometimes

and 7% never participate. The frequency shows persistent attention; more interactive or time-sensitive material should be introduced to increase daily involvement.

Which kind of Instagram influencer do you find most credible when endorsing Nykaa products?

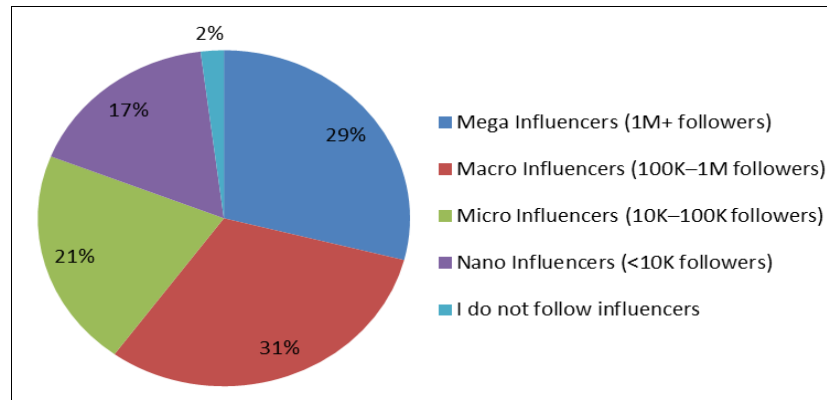


Chart 2: Influencer Collaborations and Credibility

The research shows that whereas 31% of respondents think that influencers with 100,000-1,000,000 followers are the most trustworthy, 29% of respondents think that mega-influencers are. Audience relatability is more important than reach, according to Nano Influencers (17%), then Micro Influencers (21%). Given that only 2% of the target

audience does not follow influencers, influencer marketing is clearly very common. This shows Nykaa's commitment to creating successful alliances with influencers of all kinds.

What drives your engagement with Nykaa's Instagram content?

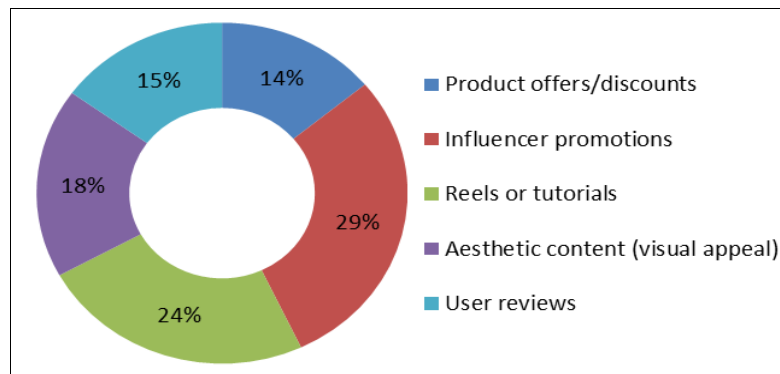


Chart 3: Engagement Motivation

Of the respondents, 29% cite influencer marketing as a cause motivating customers to engage with Nykaa's content, clips or lessons by 24%, and aesthetic appeal by 18%. Visual appealing and personality-driven information has more influence than pragmatic incentives (14% for offers/discounts and 15% for user ratings, respectively).

Customers are therefore less interested in conventional sales strategies and more in stories and real-life representation from influencers.

What is the probability that you would acquire a product from Nykaa after its promotion on Instagram?

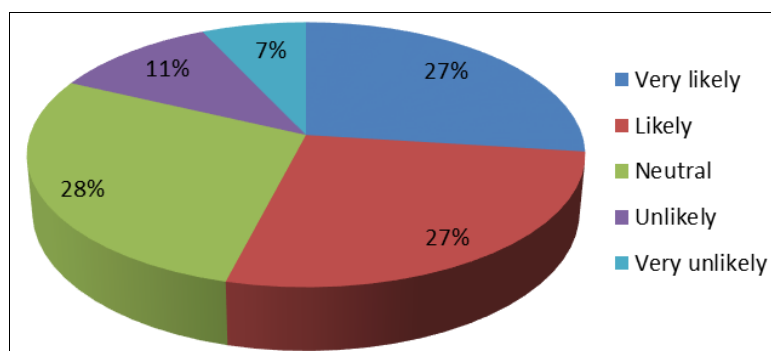


Chart 4: Purchase intent and impact of Instagram promotion

After seeing Nykaa's Instagram advertisement, 54% of respondents are very inclined to purchase something or probably will; 28% are unsure. Given the 18% of users who show indications of being very unlikely to convert, Instagram marketing clearly has a major impact on consumers' eventual purchase choices. This validates Nykaa's marketing claims and reveals that Instagram has a high brand conversion rate. It also implies that improving interesting content formats might lead to even higher conversion rates among indifferent viewers.

Conclusion

This research confirms the significant influence of Instagram on consumer perceptions, engagement, and purchasing decisions within the beauty and cosmetics industry. Our findings demonstrate that Nykaa Beauty's strategic blend of influencer endorsements and interactive content formats, such as tutorials and Reels, plays a crucial role in bolstering consumer trust and fostering positive brand interactions. On average, Instagram users engage with Nykaa's content approximately once a week, with over 50% indicating a propensity to purchase after exposure to an advertisement.

Statistical analyses, including ANOVA and multivariate regression, further reveal that key factors such as influencer involvement, posting frequency, and engagement rate significantly impact customer response. The study highlights two critical areas for Nykaa to focus on: leveraging the growing trust in micro and nano influencers and enhancing engagement through personalized content. While social media platforms continually evolve, this research suggests that Instagram remains a well-aligned and powerful component of Nykaa's overarching digital strategy, crucial for maintaining a competitive edge in today's dynamic market.

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