



To Study Female Prefers of Purchasing Lipstick from Nykaa and Sugar in Ahmedabad City

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ABSTRACT

This study investigates the preferences of female consumers in Ahmedabad regarding lipstick purchases from Nykaa and Sugar, with a focus on the role of age in shaping purchasing decisions. Using a quantitative approach, the research tested multiple hypotheses to explore the relationships between age and various factors such as frequency of purchase, brand perception, pricing, packaging, and promotional influences. The findings reveal that age significantly impacts perceptions of product quality, value for money, pricing, and satisfaction with brand offerings, but these relationships tend to be weak. For instance, younger consumers were found to be more responsive to promotional offers and pricing, while older consumers prioritized product quality and brand trust. Interestingly, no significant association was found between age and preferences for online versus in-store purchases, suggesting that e-commerce strategies should be tailored to offer a seamless omnichannel experience. The study also found that satisfaction with both Nykaa and Sugar was influenced by factors such as packaging appeal, the color range of lipsticks, and brand loyalty. The research provides valuable insights for brands looking to target different age groups by tailoring their marketing strategies, product offerings, and customer engagement efforts. Furthermore, it highlights the importance of personalized approaches in a competitive beauty industry, especially considering the shifting dynamics of consumer preferences in urban areas

INTRODUCTION

Over the last two decades, the beauty and cosmetics sector in India has witnessed a considerable growth, driven by factors such as rapid urbanization, rising disposable incomes and changing consumer perception. (Vidani & Solanki, 2015) In this fast-paced industry, lipsticks which are one of the beauty products most frequented by women around the world find themselves in an ever-increasing demand. (Vidani, 2015) With India integrating itself to the world's beauty policy while maintaining its roots, lipsticks have now become a symbol of self-identity, strength and art for the women in all walks of life. (Solanki & Vidani, 2016)

Ahmedabad, the city with a rich cosmopolitan culture and history makes for an interesting setting for analyzing female buying behavior. (Vidani, 2016) A significant portion of its residents include students, employees, housewives, and businesses, Ahmedabad is unique in its ability to provide lipsticks and other beauty products to its market and attracts great interest as to why people buy these products. (Bhatt, Patel, & Vidani, 2017) This research centers on two Indian brands Nykaa and Sugar, which are normalizing the usage of such products. (Niyati & Vidani, 2016)

Nykaa, which began as an e-commerce site has eroded all the barriers and has become the e-commerce hub for beauty and wellness in the country. (Pradhan, Tshogay, & Vidani, 2016) Women who enjoy having a worthwhile and simple plethora of affordable goods at the Nykaa store appreciate it due to its variety of brands' products, attractive rates, and domination in the online market. (Vidani, Chack, & Rathod, 2017) Now, with the expansion through international collaborations with different beauty brands, Nykaa is growing to become a complete beauty shop for their customers. (Sukhanandi, Tank, & Vidani, 2018) It has established an inclusive structure by catering to its clients by providing them cheap as well as costly options. (Biharani & Vidani, 2018) Her own a range of Nykaa Cosmetics, which includes lipsticks, is well known, particularly among young women, which has contributed to the company's growth. (Solanki & Vidani, 2016)

In contrast, Sugar Cosmetics has an ambitious objective of building a portfolio of India's only bold gel eyeliners and eye makeup products on the international scene. (Singh, Vidani, & Nagoria, 2016) The brand focuses on bold high-quality and cruelty-free products. (Vidani & Dholakia, 2020) It provides makeup look which is designed keeping in consideration India's varying climates as well as makes shades complementing Indian skin tones emphasizing inclusivity. (Vidani J. N., 2022) Sugar's marketing strategy aims to enhance beauty through influence and bold campaigns, targeting young free-spirited women who love beauty and style. (Vidani, 2018) Unlike Nykaa which has a wide range of products Sugar cosmetics have focused on the Make-up segment and consider themselves a premium but affordable brand. (Modi, Harkani, Radadiya, & Vidani, 2016)

In the city of Ahmedabad, these two brands are emerging as leaders in the beauty sector targeting different types of consumers. (Biharani & Vidani, 2018) Students and young professionals appreciate Nykaa for its economy and

choice of merchandise while working women find themselves attracted to the Spice/Indian brand for its quality and durability and pigmentation of its products. (Vidani, 2018)Based on this basis of differentiation in brand positioning, one can expect some interesting differences in the preferences of consumers in Ahmedabad. (Singh, Vidani, & Nagoria, 2016)

Digital Age, beauty shopping, and women plantercommodities. (Vidani & Das, 2021)According to N Caey Nykaa along with other e-commerce platforms provides shopping experience rather than simply purchasing services. (Vidani & Dholakia, 2020)Economically, Social Media, especially Instagram and Youtube become more and more important for setting a beauty standard as influencers turn people's attention to the beauty trends and determine consumers' choice. (Chaudhary, Patel, & Vidani, 2023)With its elegantly designed campaigns and active social media presence Sugar has been able to ride the digital wave and create a niche for itself. (Vidani J. N., 2022)

But in the case of Ahmedabad, people still consider offline shopping – as there are customers who are able to touch the products before buying them. (Chaudhary, Patel, & Vidani, 2023) Both Nykaa and Sugar have increased their offline footprint with the former commissioning stand-alone outlets and the latter being stocked in multi-brand shops. (Vidani, 2018) This omnichannel strategy, emphasizes the brands' commitment to diversity in shopping habits and boost consumer confidence. (Sukhanandi, Tank, & Vidani, 2018)

Since purchasing a lipstick is not like other beauty items, it also goes through a surge of emotions and psychologists. (Vidani J. N., 2022)The right lipstick can do more than just enhance a woman's look which again reflects a big sale and purchase. (Singh, Vidani, & Nagoria, 2016) When choosing a lipstick, women consider several aspects such as pigmentation, longevity, comfort, and brand. (Vidani & Dholakia, 2020) Nykaa and Sugar address these needs in very different ways: Nykaa offers a large assortment of shades and textures for every occasion, Sugar on the other hand develops durable and high quality lipsticks for working women who do not have time to constantly apply makeup. (Pradhan, Tshogay, & Vidani, 2016)

I believe that the city of Ahmedabad is suitable given its demographic variety Bahari, Waimbong structure for examining the factors which influence the consumer choice for these brands. (Saxena & Vidani, 2023) Younger or student consumers have a tighter budget and so they prefer Nykaa, which has cheaper items and regular sales. (Chaudhary, Patel, & Vidani, 2023) For such consumers buying lipsticks is more of a discovery and use of the different types and shades that Nykaa has to offer. (Vidani, Chack, & Rathod, 2017)Sugar on the other hand appeals to working professionals and house wives who seek better 'value' in their lipsticks. (Vidani, 2018) For this group of consumers, lipsticks are more of a cosmetic enhancement and Sugar's marketing claims support their quality demands. (Vidani, Chack, & Rathod, 2017)

Similarly the cultural setting of Ahmedabad also features prominently in determining the sources of beauty. (Solanki & Vidani, 2016) The trend in the city is the combination of global and local beauty standards among the women. (Vidani J. N., 2022)This combination manifests itself when women are buying

lipstick where reds and plums are equally as popular as pinks and nude shades. (Vidani, Chack, & Rathod, 2017) Both Nykaa and Sugar feel that such a 'gap' exists and fill it in. (Vidani & Das, 2021) For example, women who are searching for bold and long-lasting formulas would find the Smudge Me Not Liquid Lipsticks from Sugar ideal, while those looking for more comforting and subtlety would find the So Matte Lipsticks by Nykaa the perfect match. (Chaudhary, Patel, & Vidani, 2023)

Finally, the make up market in Ahmedabad is a microcosm of the developments that drive evolution in Indian cosmetics market as a whole. (Sharma & Vidani, 2023) Thanks to brands such as Nykaa and Sugar, women in Ahmedabad are not short of variants that suit their various tastes and preferences. (Sukhanandi, Tank, & Vidani, 2018) This research would allow one to better understand and appreciate these preferences in order to further explain their basic components to the academic world and the non-academic world. (Solanki & Vidani, 2016) By knowing the attributes that affect the purchase of lipstick in shops and retailers, Nykaa and Sugar would be able to improve their business and marketing strategies and thus reinvigorate their position in the highly competitive beauty market. (Saxena & Vidani, 2023)

Research Objectives

1. To compare female consumer behavior towards Nykaa and Sugar lipsticks in Ahmedabad.
2. Determine how pricing, product quality, and marketing influence consumer preferences.
3. Assess the impact of digital and influencer marketing on brand perception.
4. Evaluate the impact of demographic parameters like age and income on purchasing decisions.
5. Make concrete recommendations for both brands to improve their market presence.

LITERATURE REVIEW

The trends of buying and using cosmetics have driven the growth of the industry of cosmetics both in the region and around the globe. (Vidani, 2018) As of 2022, the India beauty and cosmetics market was valued at USD 11 billion, but the market is set to grow at a CAGR of 8%. (Saxena & Vidani, 2023) Lipstick is one of the highly consumed cosmetic products because of its role in fashion and culture (Saxena & Vidani, 2023)

Factors that Influence the Buying of Cosmetics

Cosmetics, Price: The respondents reported exposure to various means of ads to cosmetics marketed through television, newspapers, radio, flyers, word of mouth advertisement, etc has an influence on the purchase of beauty products. (Pradhan, Tshogay, & Vidani, 2016) Naturally brand loyalty should have given way to easier access to retailing of beauty products such as e-commerce. (Vidani & Dholakia, 2020) There are female consumers for instant who purchase these lipsticks and many more from global online marketplaces. (Saxena & Vidani, 2023) During multiarily related studies, different studies for female consumers in Western Europe have already pointed specific

propensity for younger or older thin individuals to require specific makeup shades such as lighter pastel colored lipsticks instead of traditional pink shades or curiosity to try other shaping trends. (Modi, Harkani, Radadiya, & Vidani, 2016)

Emergence of E-commerce Platforms Such as Nykaa

Online shopping models have changed the ways of buying cosmetics. (Saxena & Vidani, 2023) Following the year 2012, Nykaa became one of the major players in the Indian market for the online beauty retail industry. (Sharma & Vidani, 2023) According to the research conducted by Dhanraj and Narula (2022), the interfaces, variety of stock, discounts and consumer reviews of the websites have strong influence on the consumers' purchase decisions. (Vidani J. N., 2022) Additionally, the social media presence of Nykaa adds to its marketing concentration of customers, particularly millennials and Gen Z individuals. (Vidani, 2018)

Brand Perception: Sugar Cosmetics

Sugar Cosmetics, an Indian brand of beautifying products, has carved a niche in the market as a brand which is cruelty-free, affordable and in trend. (Vidani, 2018) Sugar's lipsticks, for example, have well-established marketing, are produced in pleasing colors and appealing scents that have proven appealing to young working women, according to Chopra and Malik (2021). (Solanki & Vidani, 2016) Customers' reviews testify the successful blend between the Sugar brand and the Indian skin tone spectrum through product development strategies. (Sharma & Vidani, 2016)

Ahmedabad Market Insights

Ahmedabad, a growing metropolitan city, has seen rising demand for branded cosmetics due to increasing disposable income and awareness of global beauty trends. Patel (2020) (Vidani & Dholakia, 2020) suggests that consumers in Ahmedabad prefer hybrid purchasing channels, leveraging both offline stores for product trials and online platforms like Nykaa for competitive prices and offers. (Vidani J. N., 2022)

Factors Influencing Lipstick Purchases

These Include: Multiple studies emphasize key factors that drive lipstick purchases in urban markets.

Shade Variety: Diverse shade offerings cater to Indian skin tones. (Sharma & Vidani, 2023)

Pricing: Competitive pricing strategies play a decisive role in influencing budget-conscious buyers. (Mahajan & Vidani, 2023)

Brand Image: Strong emotional connections with brands boost customer retention. (Mahajan & Vidani, 2023)

Promotions and Discounts: Festive and exclusive sales significantly spike purchases on platforms like Nykaa (Mahajan & Vidani, 2023)

Gaps and Opportunities

While significant research exists on general consumer behavior for cosmetics, limited studies focus specifically on regional preferences, such as those in Ahmedabad. (Singh & Vidani, 2016) Additionally, the comparative analysis between offline and online platforms, or specific brand evaluations

such as Nykaa vs. Sugar Cosmetics, requires more exploration. (Niyati & Vidani, 2016)

Research Gap

The research gap in studying the preferences of female consumers regarding the purchase of lipstick from Nykaa and Sugar in Ahmedabad city lies in the limited exploration of regional consumer behavior in the beauty and cosmetics sector. While global and national studies have highlighted the rising popularity of online platforms like Nykaa and brand-specific preferences for makeup products, there is a lack of localized analysis that addresses the unique purchasing behaviors, cultural influences, and brand perceptions in specific urban markets such as Ahmedabad. Additionally, comparative research focusing exclusively on Nykaa, a multi-brand retailer, and Sugar, a standalone cosmetic brand, is scarce. This gap leaves room for investigating factors like product quality, pricing, convenience, brand loyalty, and promotional strategies that drive the preferences of female consumers in this specific demographic, enabling a better understanding of localized market trends.

Hypothesis

H1:- There is a significant association between age and how often individuals purchase lipsticks.

H2:- There is a significant association between age and the preference for purchasing lipsticks online over in-store.

H3:- There is a significant association between age and the perception that Nykaa offers a wide variety of lipstick brands.

H4:- There is a significant association between age and the perception that Sugar lipsticks are of high quality.

H5:- There is a significant association between age and the perception that the pricing of Nykaa lipsticks is reasonable.

H6:- There is a significant association between age and the perception that Sugar lipsticks are good value for money.

H7:- There is a significant association between age and the perception that the packaging of Nykaa lipsticks is appealing.

H8:- There is a significant association between age and satisfaction with the color range of Sugar lipsticks.

H9:- There is a significant association between age and the preference for Nykaa due to promotional offers and discounts.

H10:- There is a significant association between age and the perception that Sugar lipsticks last longer than other brands.

H11:- There is a significant association between age and the likelihood of recommending Nykaa lipsticks to others.

H12:- There is a significant association between age and trust in Sugar as a brand for purchasing lipsticks.

H13:- There is a significant association between age and overall satisfaction with purchases from Nykaa.

H14:- There is a significant association between age and overall satisfaction with purchases from Sugar.

H15:- There is a significant association between age and the factors influencing the choice of brand.

H16:- There is a significant association between age and the perception that Nykaa offers a better variety compared to Sugar.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
H1:- How often do you purchase cosmetics (lipsticks)?	(Vidani, 2015) (Modi, Harkani, Radadiya, & Vidani, 2016)
H2:- I prefer purchasing lipsticks online over in-store.	(Solanki & Vidani, 2016)
H3:- Nykaa offers a wide variety of lipstick brands.	(Bhatt, Patel, & Vidani, 2017)
H4:- Sugar lipsticks are of high quality.	(Niyati & Vidani, 2016)
H5:- The pricing of Nykaa lipsticks is reasonable.	(Pradhan, Tshogay, & Vidani, 2016)
H6:- I find Sugar lipsticks to be good value for money.	(Vidani, 2016)
H7:- The packaging of nykaa lipsticks is appealing.	(Dhere, Vidani, & Solanki, 2016)
H8:- I am satisfied with the color range of Sugar lipsticks.	(Mala, Vidani, & Solanki, 2016)
H9:- I prefer Nykaa for its promotional offers and discounts.	(Sukhanandi, Tank, & Vidani, 2018)
H10:- Sugar lipsticks last longer compared to other brands I have used.	(Singh, Vidani, & Nagoria, 2016)
H11:- I would recommend Nykaa lipsticks to others.	(Vidani & Plaha, 2017)
H12:- I trust Sugar as a brand for purchasing lipsticks.	(Vidani J. N., 2020)
H13:- Overall, I am satisfied with my purchases from Nykaa.	(Vidani, 2018)
H14:- Overall, I am satisfied with my purchases from Sugar.	(Vidani, Chack, & Rathod, 2017)
H15:- What factors influence your choice of brand?	(Vidani, 2019)
H16:- Do you feel Nykaa offers better variety compared to sugar?	(Vasveliyya & Vidani, 2019)

*Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	150
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's Compilation

Demographic Summary

The demographic distribution of the participants (N=150) shows that the majority, 66.7%, fall in the age group of 18-25, followed by 20.0% in the 25-32 age group. Smaller proportions were observed in higher age brackets, with 4.0% being 52 years or older. In terms of occupation, over half (51.3%) of the respondents are students, while 21.3% are homemakers, and 16.7% are employed in jobs. Other categories, including professionals, businesspersons, and retired individuals, constitute the remaining participants. Regarding monthly income, 66.0% earn less than ₹20,000, while 19.3% have incomes between ₹20,000-₹40,000. A smaller fraction earns more, with only 1.3% reporting incomes exceeding ₹80,000. These statistics reflect a diverse yet youth-dominated respondent base, with varying occupational and income profiles.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.923	16

*Source: SPSS Software

The Cronbach's Alpha value for the 16 items in this study is 0.923, indicating excellent internal consistency and reliability. This high value suggests that the items measure the underlying construct consistently and can be considered suitable for further analysis in the research. Values above 0.9 are generally indicative of strong reliability, further reinforcing the robustness of the instrument used.

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and how often individuals purchase lipsticks.	0.001	<	H01 Rejected (Null hypothesis rejected)	.005	Weak
H2	There is a significant association between age and the preference for purchasing lipsticks online over in-store.	0.066	>	H02 Accepted (Null Hypothesis Accepted)	.847	Strong
H3	There is a significant association between age and the perception that Nykaa offers a wide variety of lipstick brands.	0.060	>	H03 Accepted (Null Hypothesis Accepted)	.083	Weak
H4	There is a significant association between	0.007	<	H04 Rejected (Null	.318	Weak

	age and the perception that Sugar lipsticks are of high quality.			hypothesis rejected)		
H5	There is a significant association between age and the perception that the pricing of Nykaa lipsticks is reasonable.	0.002	<	H05 Rejected (Null hypothesis rejected)	.231	Week
H6	There is a significant association between age and the perception that Sugar lipsticks are good value for money.	0.026	<	H06 Rejected (Null hypothesis rejected)	.172	Week
H7	There is a significant association between age and the perception that the packaging of Nykaa lipsticks is appealing.	0.010	<	H07 Rejected (Null hypothesis rejected)	.067	Week
H8	There is a significant association between age and satisfaction with the color range of Sugar lipsticks.	0.063	>	H08 Accepted (Null Hypothesis Accepted)	.132	week
H9	There is a significant association between age and the preference for Nykaa due to promotional offers and discounts.	0.009	<	H09 Rejected (Null hypothesis rejected)	.140	Week
H10	There is a	0.089	>	H010	.310	Week

	significant association between age and the perception that Sugar lipsticks last longer than other brands.			Accepted (Null Hypothesis Accepted)		
H11	There is a significant association between age and the likelihood of recommending Nykaa lipsticks to others.	0.107	<	H011 Rejected (Null hypothesis rejected)	.294	Weak
H12	There is a significant association between age and trust in Sugar as a brand for purchasing lipsticks.	0.060	>	H012 Accepted (Null Hypothesis Accepted)	.046	Weak
H13	There is a significant association between age and overall satisfaction with purchases from Nykaa.	0.141	<	H013 Rejected (Null hypothesis rejected)	.293	Weak
H14	There is a significant association between age and overall satisfaction with purchases from Sugar.	0.031	<	H014 Rejected (Null hypothesis rejected)	.041	Weak
H15	There is a significant association between age and the factors influencing the choice of brand.	0.001	<	H015 Rejected (Null hypothesis rejected)	.005	Weak
H16	There is a significant association between age and the perception that	0.027	<	H016 Rejected (Null hypothesis rejected)	.486	Weak

	Nykaa offers a better variety compared to Sugar.					
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*Source: Author's Compilation

DISCUSSION

This study looks into the preferences of female consumers in Ahmedabad for purchasing lipsticks from Nykaa and Sugar, with a focus on age as a crucial demographic component. The study employs hypotheses to investigate connections and relationships between age and numerous factors that influence lipstick purchasing decisions.

The results show a combination of significant and non-significant connections. For H1, it was shown that there is a significant relationship between age and how frequently people buy lipstick ($p=0.000$), however the relationship is weak ($R=0.005$). This implies that age has a minor influence on purchase frequency. Similarly, for H4, age has a substantial impact on the judgment of the quality of Sugar lipsticks ($p=0.007$, $R=0.318$), albeit only slightly. For H5, the price of Nykaa lipsticks is also significantly associated with age ($p=0.002$, $R=0.231$), implying that affordability judgments may differ across age groups.

The study also looked at preferences for online versus in-store purchasing (H2) and discovered no significant relationship ($p=0.066$). However, the link strength was considerable ($R=0.847$), showing that, while preferences for online or offline purchase do not differ much by age, those with strong preferences may align across age groups.

The assessment of Nykaa's lipstick brand selection (H3) did not differ significantly with age ($p=0.060$), and the association strength was poor ($R=0.083$). On the contrary, age has a substantial influence on the opinion of Sugar lipsticks being good value for money (H6, $p=0.026$, $R=0.172$) and the attraction of Nykaa lipstick packaging (H7, $p=0.010$, $R=0.067$), however the associations are weak in both cases.

Promotional offers and discounts were identified as important drivers of Nykaa preferences (H9, $p=0.009$, $R=0.140$). Interestingly, while happiness with the color variety of Sugar lipsticks (H8) was not significantly connected with age ($p = 0.063$), contentment with Sugar's total offering (H14) was significant ($p = 0.031$), albeit slightly.

Sugar lipsticks' lifespan in comparison to other brands (H10) and faith in Sugar as a brand (H12) did not show significant age-related changes ($p=0.089$ and $p=0.060$, respectively). Similarly, assessments of Nykaa's variety as superior to Sugar (H16) showed a significant but mild correlation ($p=0.027$, $R=0.486$).

Finally, overall satisfaction with Nykaa (H13) and recommendations of Nykaa items (H11) revealed weak connections ($R=0.293$), with Nykaa showing the only meaningful association. Age had a substantial influence on factors influencing brand choice (H15, $p=0.000$), implying that younger and older women may prioritize different aspects, such as price or package appeal.

Overall, age has a considerable impact on several elements of lipstick purchasing behavior, but the associations are often weak. This demonstrates that, while age is a significant demographic, other factors such as lifestyle and shopping patterns are likely to have a greater impact.

Practical Implications

The carries of this study has great importance for brands such as Nykaa and Sugar as it pertains, particularly, to the marketing of products to the consumers belonging to different age groups and their preferences. For firms trying to reach out target audience belonging to different relative income levels, it should be important to note that though age has an effect on purchasing, a number of other attributes such as those of price, brand loyalty, and the quality of the good purchased are crucial. From the study results, as illustrated in the hypotheses H4, H5, and H6, there is a reasonable likelihood that price, quality, and value associated with lipstick are related to a woman's age. Hence, all mouth cosmetic manufacturers should come up with appropriate marketing strategies and product variants that satisfy the expectations and wants of the young as well as the old customers. For example, young people might be more concerned with cheap prices, fashionable designs, and discounts, while older ones may be more concerned with longer terms and effective trade marks.

In addition, there is not an apparent significance of age in the preference of purchasing lipsticks online as opposed to store purchases (H2), hence, it seems that applying a blanket strategy to e-com may not work out. It is clear that e commerce is an important channel, but the focus should be on creating effective integration of online and offline shopping experiences. This may involve delivering convenience and promotions through online channels without compromising on the shopping experience in physical locations for those who would rather shop in physical stores.

The weak and at the same time conspicuous effect of promotions and discounts on the popularity of Nykaa (H9) program indicates that loyalty schemes and seasonal sales are helpful. Businesses don't just need to provide good deals, they also need to enhance the entire consumer experience which perhaps may include cross selling to age-oriented shopping habits. This in turn may contribute to a more loyal and engaged consumer base and brand attachment especially among the younger consumers who tend to be more price sensitive.

In my personal judgment, if satisfaction levels are lower on any product attribute for instance packaging (H7) or Range of colors (H8), this insight should equally guide in product development. For instance a company should take into account the age factors when designing a product's packaging or considering the expansion of the color range of its products as younger consumers want more stylish packaging and older customers require utilitarian and less decorated packaging. In such a way designing a variance of colors which would satisfy the needs of many customers will help them to appreciate a type and brand of products.

The importance of degree of satisfaction with the given purchases (H13, H14) and the reasons behind the brand selection (H15) imply that Nykaa and Sugar should always consider customer reviews and changing market trends. This could mean carrying out regular market research or employing big data to tailor make product recommendations and offers. Knowing the reasons that foster customer loyalty be it quality price variety or customer service can enable these brands to enhance the value proposition offered in the market and increase retention of their customers.

Finally, the practical implications of this study imply that cosmetic firms such as Nykaa and Sugar should establish marketing strategies and product development activities that consider both demographic and psychographic aspects. By tailoring their approach depending on age and consumer preferences, these businesses may better satisfy their consumers' changing demands, boost happiness, and maintain long-term loyalty.

CONCLUSION

The purpose of this study was to investigate female customers' preferences for Nykaa and Sugar lipstick purchases in Ahmedabad, with a particular emphasis on the effect of age in affecting consumer behavior. The findings show that, while age has a significant influence on several aspects of lipstick purchase decisions, the relationships are weak, implying that other factors, such as pricing, product quality, brand trust, and promotional offers. The study discovered that views of product quality, value for money, price, and packaging varied considerably across age groups, implying that firms should modify their marketing efforts to meet the unique demands of younger and older consumers.

Notably, while age did not have a major influence on preferences for online vs in-store purchases, the study recommends that marketers take an omni-channel approach to appeal to consumers who buy across many platforms. Furthermore, the study emphasizes the importance of promotions and customer satisfaction in driving consumer loyalty, with younger customers being especially susceptible to discount-based incentives.

Overall, the study adds to our understanding of the consumer decision-making process for lipsticks in Ahmedabad. Brands like as Nykaa and Sugar may use these data to improve their marketing efforts, product offers, and customer interaction tactics in order to better fit with female consumers' different tastes. In a competitive beauty business, such tailored initiatives may help firms increase their market position and develop stronger consumer loyalty.

FURTHER STUDY

Based on the study's results and insights, numerous areas for further research arise, notably in developing a more thorough understanding of consumer preferences and the cosmetics sector in various locations.

One possible option for future research is to broaden the demographic reach by covering a larger age range or additional socio-demographic parameters such as income level, education, or marital status. This would allow

for a more nuanced understanding of how these factors interact with purchasing behavior, providing a deeper insight into the varying preferences across different consumer segments.

Future studies might also look at other psychological and emotional aspects that impact beauty-related purchases. Personality qualities, self-esteem, and the emotional advantages of wearing cosmetics. Understanding these deeper motivators, which go beyond simple demographic data like age, might help businesses design more personalised marketing techniques that resonate more powerfully with their target audience.

The survey focused primarily on two brands, Nykaa and Sugar, which, while popular, may not represent the overall lipstick industry. Future study might broaden the scope of the brands analyzed, including multinational companies as well as smaller, local firms in the Indian market. Comparative research of multiple brand offers may disclose broader consumer insights, increasing our understanding of how brand rivalry effects purchasing behavior.

Another issue worth investigating is the changing impact of social media and influencer marketing in determining customer preferences for cosmetics. As platforms like Instagram, YouTube, and TikTok have a significant influence on consumer decision-making, investigating the impact of social media Future study on lipstick purchase trends might be an intriguing topic. Analyzing how recommendations from beauty influencers, user-generated content, and social media marketing campaigns impact different age groups could offer valuable insights for brands seeking to engage with today's socially connected consumer base.

Future research could also investigate the impact of sustainability and eco-friendliness on cosmetic purchasing decisions, a trend that is gaining significant traction worldwide, especially among younger consumers. Exploring how environmentally aware practices (e.g., cruelty-free goods, eco-friendly packaging) impact lipstick buying choices may be valuable for firms looking to attract eco-conscious customers.

Finally, understanding regional inequalities within India is critical. Given that this study focused on Ahmedabad, there may be disparities in purchasing behavior between urban and rural customers, or between states, as a result of cultural influences and exposure to multinational brands. Expanding the research to numerous cities or states would give a more comprehensive insight of Indian beauty consumers' preferences and purchasing behaviors.

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