



A STUDY ON IMPACT TV ADVERTISEMENT OF LENSKART WITH SPECIAL REFERENCES TO COIMBATORE CITY

Mr. A. David, M.Com., M.Phil.¹, S. Hari Hara Mohan²

¹Professor, Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore – 641048.

²III - B. Com - (PA), Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore – 641048.

ABSTRACT

Lenskart is one of the leading e-commerce companies in India that sells eyewear such as spectacles, sunglasses, and contact lenses. The company has been using various advertising strategies to promote its brand and products. In this project, we aim to study the impact of Lenskart's advertising on its sales and brand awareness. Lenskart is a leading Indian eyewear e-commerce company that was founded in 2010. The company's headquarters are located in Faridabad, India, and it has a vast network of physical stores in several cities across the country. Lenskart has become a trusted brand for millions of customers in India.

INTRODUCTION

Lenskart is known for its innovative approach to eyewear retailing. The company was one of the first to introduce the concept of "Try Before You Buy" in India, allowing customers to try on frames before making a purchase. Lenskart also uses advanced technology to provide an accurate and personalized shopping experience for its customers, with features such as 3D try-on and virtual frame recommendation. In addition to its online presence, Lenskart has an extensive physical retail network, with over 700 stores across 175 cities in India. The company has also expanded internationally, with stores in Singapore and the Middle East. Lenskart has won several awards and accolades for its innovative approach to retailing, including being named the "Most Admired Retailer of the Year" in 2020.

STATEMENT OF THE PROBLEM

Despite its success as a leading eyewear e-commerce company in India, Lenskart faces several challenges that impact its growth and profitability. One of the significant issues that the company faces is intense competition from other players in the eyewear market, both online and offline. Moreover, there is a lack of brand loyalty among customers, which makes it difficult for Lenskart to retain its existing customers and attract new ones. Another problem faced by Lenskart is the impact of advertising on its brand image and sales. The company invests heavily in advertising to create brand awareness and promote its products, but there is a need to assess the effectiveness of its advertising campaigns and their impact on consumer behavior. Furthermore, there is a need to identify the most effective advertising strategies for Lenskart to improve its brand image and increase its sales.

OBJECTIVE OF THE STUDY

- To study the customer satisfaction levels with Lenskart's products and services and identify areas for improvement.
- To analyze the marketing and advertising strategies of Lenskart and their impact on the company's growth and profitability
- To analyse the level of satisfaction towards lenskart shopping.

REVIEW OF LITERATURE

Mohan and Chawla (2019) This article provides an overview of the e-commerce market in India, including its growth, challenges, and opportunities. It discusses the role of technology, logistics, and regulatory frameworks in the success of e-commerce companies like Lenskart.



Chandramouli. R (2018) This article examines Lenskart's omnichannel business model and its impact on company's success. It highlights the benefits of combining online and offline channels for eyewear retail including personalized customer experiences and increased brand loyalty. This study investigates the consumer behavior towards purchasing eyewear online in India. The findings suggest that factors such as price, quality, and convenience are the key drivers for online eyewear purchases, which could be relevant for Lenskart's e-commerce platform.

RESEARCH METHODOLOGY

The primary data are collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire 125 samples were collected from the green product using consumers belonging to Coimbatore city Secondary data are collected from the Internet, Books and Journals tools used for analysis Simple percentage and Ranking

RESULTS AND DISCUSSION

The above tables clearly shows the demographic information of 125 respondents. We can see the respondents which is equally proportioned. On the other hand, if we go through to the next questioner which shows the gender of the respondents. As per the diagram, 40.3% of respondents from female, 59.3% are from male From 16 years to 26 years 76.8% the 15.2% for the age between 27-36 years from 37-46 the respondents are 4.8 % 47 above is 3.2 % occupation 60% of respondents are students 20 % of respondents are employee professionals are 7.2 % agriculture 0.8% business 5.6 % household 5.6%. 27.4% of respondents monthly income Rs10000- Rs15000 36% of Rs15001-Rs30000 28.2% of Rs30001- Rs450000 7.3% of respondents above 45000 Annual incomes of the respondents are Rs1000000- 2500000 is 30.9% 35% of respondents are Rs2500001-Rs5000000 29.3% of respondents are Rs5000001- Rs 1000000 4.1% of respondents above 1000000.

TABLE SHOWING PRODUCT PURCHASE IN LENSART

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Lenses	28	22.4
2	Frames	43	34.4
3	Contact lense	29	23.2
4	Both (a) & (b)	25	20
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION

The above table 4.1.8 shows that 42.7% of the respondents are using once in a week, 27.4% of the respondents are using once in 15 days, 16.1% of the respondents are using once in a month, 4% of the respondents are using once in 3 month and 9.7% of the respondents are using once in 6 month.

INFERENCE

Majority 42.7% of the respondents are using once in a week.

TABLE SHOWING FACTOR INFLUENCE TO LENSART SHOPPING

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	Convenience	30	24
2	Price	24	19.2
3	Quality	36	28.8
4	Wide range of products	19	15.2
5	Available offers	6	4.8
6	Waranty	6	4.8
7	Exchange / Return	4	3.2
	TOTAL	125	100

LIKERT SCALE ANALYSIS

TABLE SHOWING LEVEL OF SATISFICATION ABOUT BRAND

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Highly satisfied	39	5	195
2	Satisfied	33	4	132
3	Neutral	29	3	87
4	Dissatisfied	17	2	34
5	Highly dissatisfied	7	1	7
	TOTAL	125		455

(Source: Primary data)

$$\begin{aligned} \text{Likert Scale} &= \sum(fx) / \text{Total number of respondents} \\ &= 455/125 \\ &= 3.64 \end{aligned}$$

INTERPRETATION

The above table 4.2.1 shows the satisfaction of the brand 39 respondents are highly satisfied, 33 respondents are satisfied, 29 respondents are neutral, 17 respondents are dissatisfied, 7 respondents are highly dissatisfied.

INFERENCE

brand 39 respondents are highly satisfied in this brand

TABLE SHOWING OPINION ABOUT LENS KART SHOPPING

S.NO	PARTICULAR	NO.OF. RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1.	Highly Satisfied	19	5	95
2.	Satisfied	15	4	60
3.	Neutral	56	3	168
4.	Dissatisfied	31	2	62
5.	Highly Dissatisfied	4	1	4
	TOTAL	125		389

$$\begin{aligned} \text{Likert Scale Analysis} &= \sum FX / \text{NO.OF. RESPONDENTS} \\ &= 389/125 \\ &= 3.11 \end{aligned}$$

INTERPRETATION

As a result of Likert Scale analysis, it was determined that the consumers are satisfied with the views of lenskart shopping

INFERENCE

Likert Scale value 3.11 is greater than mid value (3). So, the consumers are Satisfied with views of lenskart.

SUGGESTIONS

- Lenskart should focus on improving the user experience of their website and mobile application.
- The study of impact of lenskart's advertising in Coimbatore city will provide insights into the effectiveness of the company advertising strategy.
- Lenskart should improve their virtual try on feature, which allows customers to see how frame would look on their face using augmented reality

FINDINGS

- 76.8% of respondent are 16 years – 26 years
- 59.7% of the respondents are male
- 79.2% of the respondents are unmarried.
- 57.3% of the respondents live in rural area



- 60% of respondents are students
- 42.4% of respondents in their family has 3 members of earning
- 36.3% of the respondents have a Monthly Income Rs 15001 – 30000.
- 35% of respondents have been aware from friends
- 68.3% of the respondents are stated that less than a year touch with lenskart
- 42.7% of the respondents are wearing concave lense at present
- 33.1% of respondents purchased in normal days
- 57.6% of respondents visited 3 – 5 online stores
- 37.1% of respondents make cash on delivery
- 35.5% of the respondents are influence with quality
- 39.5% of respondents is non - availability

FINDINGS OF LIKERT SCALE

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CONCLUSION

The study is based on impact of lenskart shopping, Understanding the usage of specs and coming to know the style, color, design may make the consumers to give away a stunning look to others but the quality of the frame and the correct power given in the lens is the main purpose and need of the consumers to wear the specs. Lenskart should focus on improving the user experience, offering a wider range of products, enhancing the virtual try on feature, providing personalized recommendations, expanding to offline stores, offering discounts and promotions, improving customer service.

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