

**A
Project Report
ON**

**“CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING
WITH REFERENCE TO LENSKART”**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Mohammad Rahaber Qureshi

Under the Guidance of

Prof. Pragati Pandey

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 –23



G.S. College Of Commerce & Economics, Nagpur



Academic Year 2022 –23

CERTIFICATE

This is to certify that **"Mohammad Rahaber Qureshi"** has submitted the project report titled **"(CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO LENSKART)"**, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. pragati pandey
(Project Guide)

Dr. Afsar sheikh
(Co-ordinator)

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur



Academic Year 2022 –23

DECLARATION

I here-by declare that the project with title "CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO LENSKART" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Mohammad Rahaber Qureshi

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur



Academic Year 2022 –23

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. swati kathale, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Pragati Pandey for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Prof. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Mohammad Rahaber Qureshi

Place:

Date:

INDEX

Sr .No.	PARTICULARS	PAGE No.
1.	Introduction	1
2.	Company Profile	4
3.	Product offered by lenskart	7
4.	Research Study	11
	• Objectives	
	• Hypothesis	
	• Scope of the study	
	• Limitations	
5.	Research Methodology	16
	• Primary data	
	• Secondary data	
6.	Data Analysis & Interpretation	19
7.	Hypothesis testing	31
8.	Conclusion	33
9.	Suggestions	35
10.	Bibliography	37
11.	Appendices	39
	▪ Questionnaire	

INTRODUCTION

INTRODUCTION TO ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the

Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, lenskart and as well as eBay.

Alternative names for the activity are "e-tailing", a shortened form of "electronic retail" or "e-shopping", a shortened form of "electronic shopping". An online store may also be called an e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile device-optimized website or software application ("app"). These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.

The popularity of online shopping continues to erode sales of conventional retailers. For example, Best Buy, the largest retailer of electronics in the U.S. in August 2014 reported its tenth consecutive quarterly dip in sales, citing an increasing shift by consumers to online shopping. Amazon.com has the largest market share in the United States. As of May 2018, a survey found two-thirds of Americans had bought something from Amazon (92% of those who had bought anything online), with 40% of online shoppers buying something from Amazon at least once a month. The survey found shopping began at amazon.com 44% of the time, compared to a general search engine at 33%. It estimated 75 million Americans subscribe to Amazon Prime and 35 million more use someone else's account.

There were 242 million people shopping online in China in 2012. For developing countries and low-income households in developed countries, adoption of e-commerce in place of or in addition to conventional methods is limited by a lack of affordable Internet access.

COMPANY PROFILE

LENSKART

Peyush, is the founder & CEO of the company Valyoo Technologies, which is the parent company of LensKart. He pursued his Bachelor's in Electrical Engineering — IT, Control



& Automation from McGill University, Canada in 2006. Before he returned to India to pursue his PG in Management from IIM, Bangalore Peyush worked as a Program Manager with Microsoft for a year.

During his IIM days, he launched his company, Valyoo Technologies with Search My Campus as the first business portal in 2007. It was a classifieds site for students that went beyond accommodation to books, part-time jobs, carpool facilities, and internship opportunities. His motto was to solve any and every issue that a student might have. Search My Campus was a big hit, but Peyush wanted to explore it in the e-commerce world. While exploring opportunities, he came across the eyewear segment which was even ignored by the big boys of e-commerce, viz., Amazon & eBay. He launched Flyrr.com — which was focussed on the eyewear market in the US.

Flyrr was gaining good traction and this prompted him to test the waters in the Indian markets and launched Lenskart in November 2010. They started with just selling contact lenses and added eyeglasses a few months later. Finally, in March 2011 they added sunglasses to their portfolio and placed themselves in the fashion accessory segment.

The company had a valuation of \$1.5 billion by Dec 2019 after Softbank invested around \$275 million. Peyush Bansal, a former Microsoft employee, founded Lenskart in 2010 along with Amit Chaudhary and Sumeet Kapahi.

Financial backers of Lenskart include TPG Growth, International Finance Corp, and Adveq Management. Ratan Tata (of Tata Sons) and S Gopalakrishnan (of Infosys) have also invested in Lenskart. In March 2018 Wipro Chairman Azim Premji invested 400cr in the group taking the valuation of the company to 3000 Crore. By 2016 Lenskart had become one of the two top optical chains in India, along with Titan Eye Plus. Its manufacturing facility in Delhi manufactures 300,000 glasses a month.

Lenskart

	
Type	Private
Industry	Prescription eyewear Opticians
Founded	2010; 13 years ago
Founders	Peyush Bansal Amit Chaudhari ^[1] Sumeet Kapahi
Headquarters	Faridabad, Haryana, India
Number of locations	1000+ stores (2022)
Area served	India Singapore United Arab Emirates United States
Key people	Peyush Bansal (Chairman; MD & CEO)
Revenue	▲ ₹1,503 crore (US\$190 million) (FY 2022) ^[2]
Net income	▼ ₹-102 crore (US\$ -13 million) (FY 2022) ^[2]
Number of employees	5,000+ (2020)
Subsidiaries	Owndays Neso Brands ^[3]
Website	lenskart.com ↗

PRODUCT OFFER BY LENSKART

Some product offered by lenskart

- Progressive Eyeglasses.
- Half Rim Frames. Geometric Frames.
- Collection - Crystal Clear. Gradient. Sleek Steel. Switch - Magnetic Clips-On. Air Flex. Air Wrap. Classic Acetate. Series A. Indian Accent. Float Pop.
- Brands. Vincent Chase. Lenskart Air. OJOS. New Balance. Fossil. Lenskart STUDIO.



Eyeglasses



Computer
GLASSES



Contact
LENSES



Sunglasses



AR Try On



Kids Glasses



Power
SUNGLASSES



Color Lens



Accessories



Reading
GLASSES

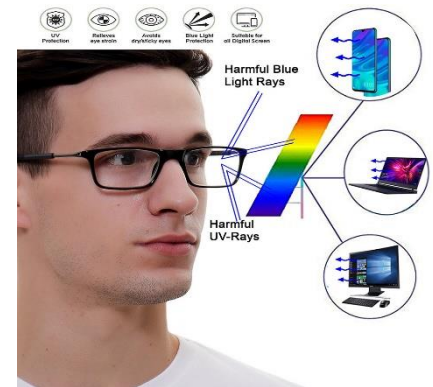


Nearby Store
1200+ ACROSS

- **Eyeglasses** - Glasses, also known as eyeglasses or spectacles, are vision eyewear with lenses (clear or tinted) mounted in a frame that holds them in front of a person's eyes, typically utilizing a bridge over the nose and hinged arms (known as temples or temple pieces) that rest over the ears.



- **Computer glasses** - Computer glasses are prescription glasses that are designed to wear when doing computer work. They allow you to focus your eyes on a computer screen, which is farther away than reading material is normally held.



- **Contact lenses** - Contact lenses, or simply contacts, are thin lenses placed directly on the surface of the eyes. Contact lenses are ocular prosthetic devices used by over 150 million people worldwide, and they can be worn to correct vision or for cosmetic or therapeutic reasons. In 2010, the worldwide market for contact lenses was estimated at \$6.1 billion, while the US soft lens market was estimated at \$2.1 billion.



- **Sunglasses** - Sunglasses or sun glasses (informally called shades or sunnies; more names below) are a form of protective eyewear designed primarily to prevent bright sunlight and high-energy visible light from damaging or discomforting the eyes. They can sometimes also function as a visual aid, as variously termed spectacles or glasses exist, featuring lenses that are colored, polarized or darkened. In the early 20th century, they were also known as sun cheaters (cheaters then being an American slang term for glasses)



- **Kids glasses** - children often wear glasses for several reasons, such as: Improving vision. Strengthening vision in a weak or amblyopic (lazy) eye. Improving the position of their eyes (crossed eyes or misaligned eyes)



- **Power sunglasses** - Sunglass can provide protection for eyes with power. If you are in need of power for reading, writing, playing or for other activities you can choose not to wear a general glass.



RESEARCH STUDY

- **Objective**
- **Hypothesis**
- **Limitations**
- **Scope**

OBJECTIVE OF STUDY

An aim to provide every single person access to high-quality designer glasses without shelling out their pocket. We rocked our brains. We broke our backs to come up with a plan that will not just change the way this industry works, but also will completely sweep customer off their feet. It can only be achieved if we provide.

- To assess the satisfaction level of the online customers.
- On the basis of product & web features.
- To identify the respondents perception about online shopping.
- To analyze the possible factors that affect the buying from Lenskart.
- Lenskart exists to transform way people see and experience the world.
- A world where eyewear helps you DO MORE, BE MORE.

HYPOTHESIS

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

H₀: Customers are not satisfied with the Lenskart's Product and Service.

H₁: Customers are satisfied with the Lenskart's Product and Service.

LIMITATIONS OF STUDY

- Competition to common vendors:

If you only sell your sunglasses online or in a retail shop, you may have a hard time matching the sales volume of competitors, which could be a weakness if their greater numbers give them better pricing from common vendors. Barriers to entry:

Depending on how much storefront space rents for in your area, the barrier to entry might be low which could mean extra competition.

- Pricing:

Selling sunglasses is limited flexibility in pricing. Go too high, and you may lose business to the shops, kiosks and department stores that cost less.

SCOPE OF STUDY

Online shopping has proved that shopping helps people to relieve their stress. People can easily choose their favorite shopping store through which they can enjoy the best of shopping while sitting at home. People have the convenience of purchasing anything while sitting in any part of the world. Online shopping helps to purchase and sell products and services over the internet without the need of going physically to the market. Online shopping has made shopping painless and added more fun. Online stores offer product description, pictures, comparisons, price and much more. The online stores can offer products, to fulfill the needs of consumer cookies and be used for tracking the customer selection over the internet. Online shopping makes use of digital technology for managing the flow of information, products and payment between consumer, site owners and suppliers. Online shopping grows in popularity. Cloths, Mobile and Tablets, Home Décor, kitchen, footwear, jewellery and watches, camera and photography, consumer electronics, computer and IT, home appliances, beauty and cosmetics, bags Wallets, sports, healthcare and automobile products offered in online shopping. In India currently many online shopping sites like, Shopclues, EBay, Tradus, Jabong offers splendid deals every day. Online shopping is raising phenomenon in India. In past few years, so many online shopping portals have come up with very good product range. Competition between these stores is increasing day by day, and good purchase can be made through competitive business.

RESEARCH METHODOLOGY

- **PRIMARY DATA**
- **SECONDARY DATA**

RESEARCH METHODOLOGY

What is Research...?

Research means search for facts in order to find answers to certain questions or to find solutions to certain problems. It is often referred to as 'scientific inquiry' or 'scientific investigation' into a specific problem or situation.

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Two broad methodologies can be used to answer any research question-experimental research and non-experimental research. The major difference between the two methodologies lies in the control of extraneous variables by the intervention of the investigator in the experimental research.

DATA COLLECTION METHODS

There are two types of data.

- **Primary data**
- **Secondary data**

Primary data

The primary data is that data which is collected fresh and first hand and for first time which is original in nature. Primary data for this project report is collected by:

Primary sources would mainly be the semi structures interviews with some current and prospective investors.

Secondary data

The secondary data are those which are collected by web-based, publication in the newspapers, Magazines and information available in the Internet. Various tools and techniques have been used to depict the data using graph and pie charts.

The data collected for the research purpose in this study is derived from secondary sources only such as websites, magazines and books related to the topic.

**DATA ANALYSIS
AND
INTREPRETATION**

Data Analysis and Interpretation

Analysis of data –

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making.

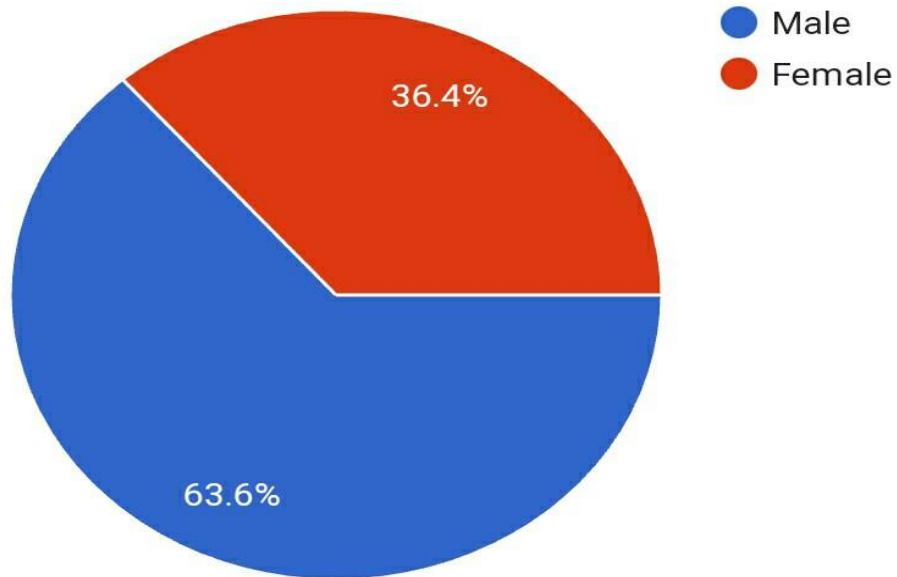
Data analysis has multiple facets and approaches, encompassing diverse technique under a variety of names, in different business, science, and social science domains.

Interpretation Of Data –

Data interpretation is the study of scientific measurements and observations to develop evidence for responding to a query. The common tools used for data interpretation are electronic spreadsheets which are capable of sorting, graphing and searching data.

Interpretation is a communication process, made to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites. Interpreting therefore assigns a meaning to a particular subject of concern

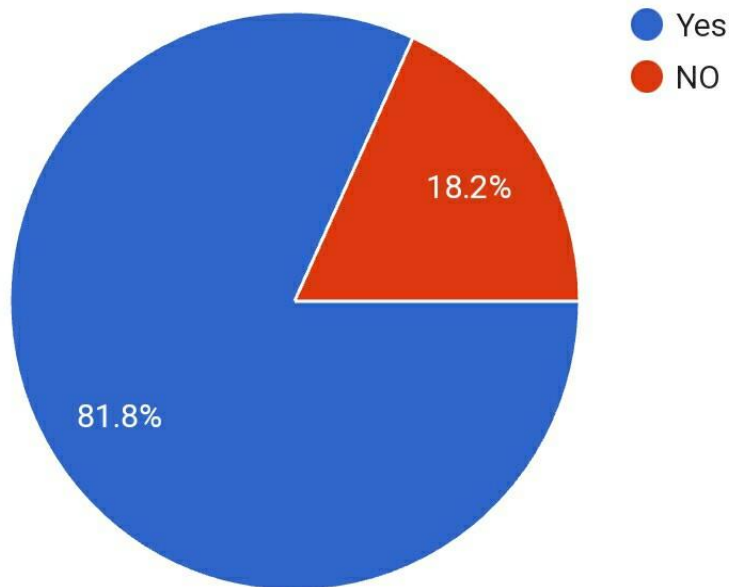
1. Gender of Respodents.



Interpretation :-

From the above pie chart we can analyse that 63.6 % are male , and 36.4 % are female

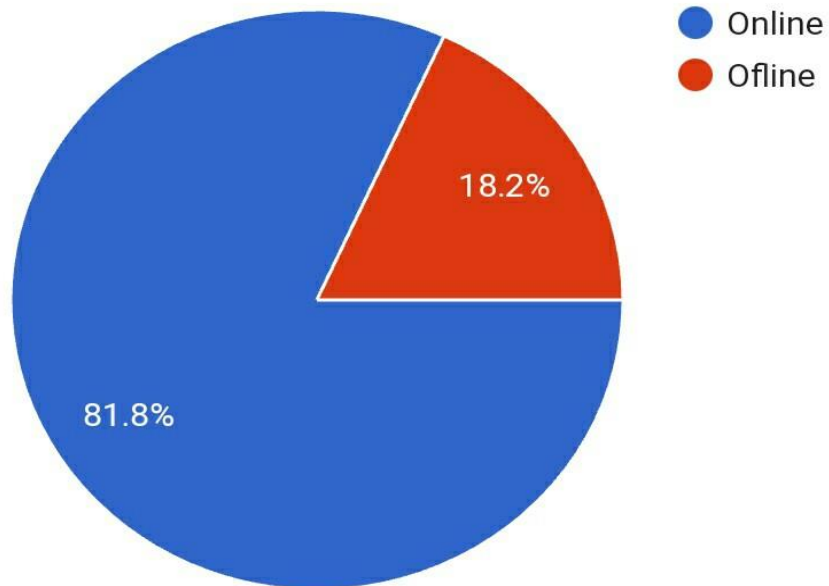
Do you know about Lenskart
?



Interpretation:-

From the above pie chart we can analyse that 81.8 % people knows about Lenskart and 18.2 % people don't know about Lenskart.

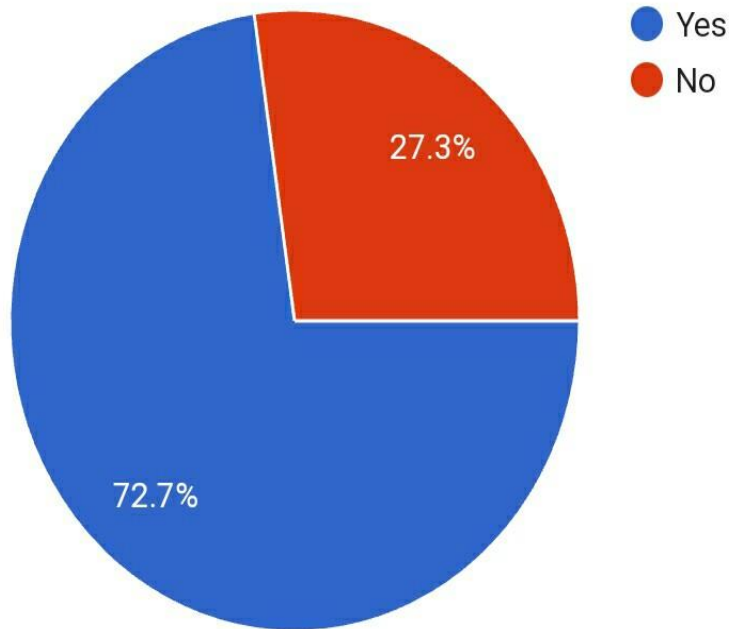
Which mode of shopping do you like most ?



Interpretation:-

From the above pie chart we can analyse that some people like 18.2 % people like offline shopping and 81.2 % people likes online shopping.

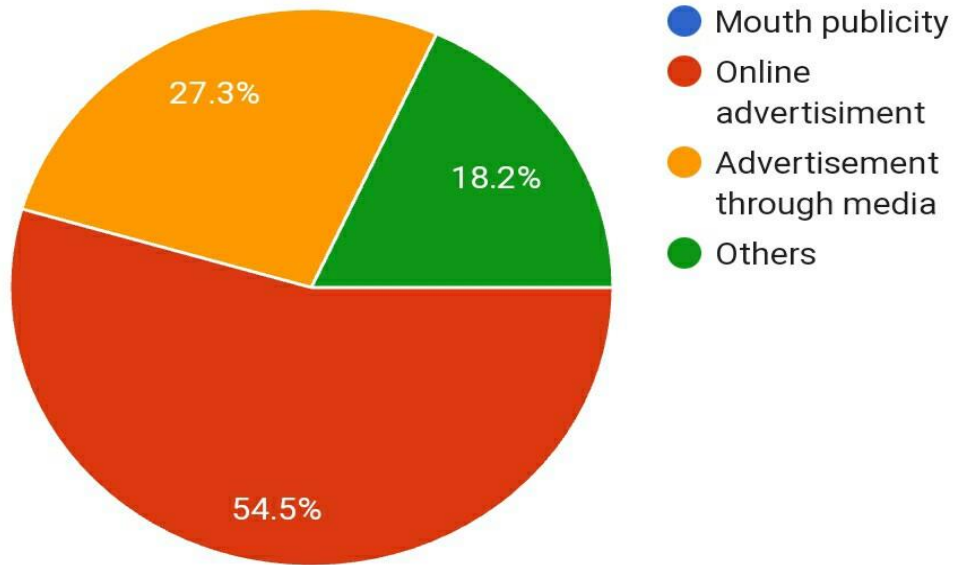
Is lenskart is a trusted
Company to buy eyewear ?



Interpretation:-

From the above pie chart showing that the customer trust to the company.

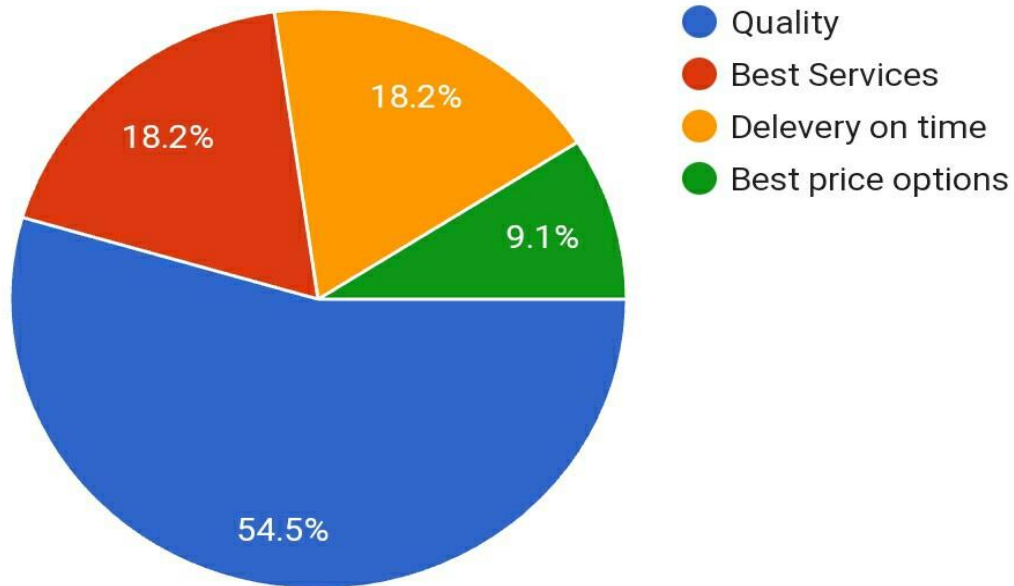
How did you come up with Lenskart ?



Interpretation:-

From the above pie chart showing that how customers are coming through Lenskart how customers are joining with lenskart.

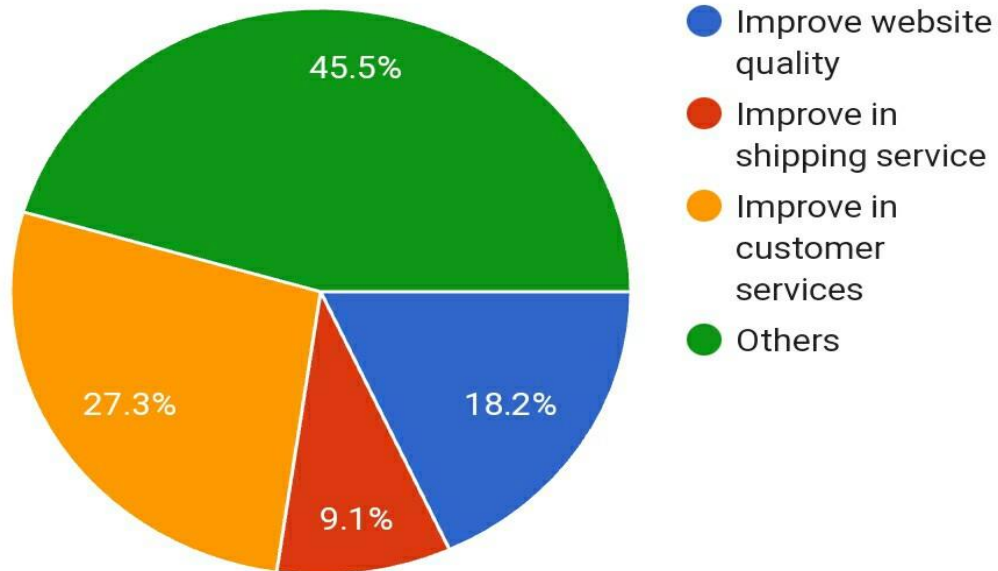
What do you like in Lenskart ?



Interpretation:-

From the above pie chart showing that what things customers likes in lenskart.

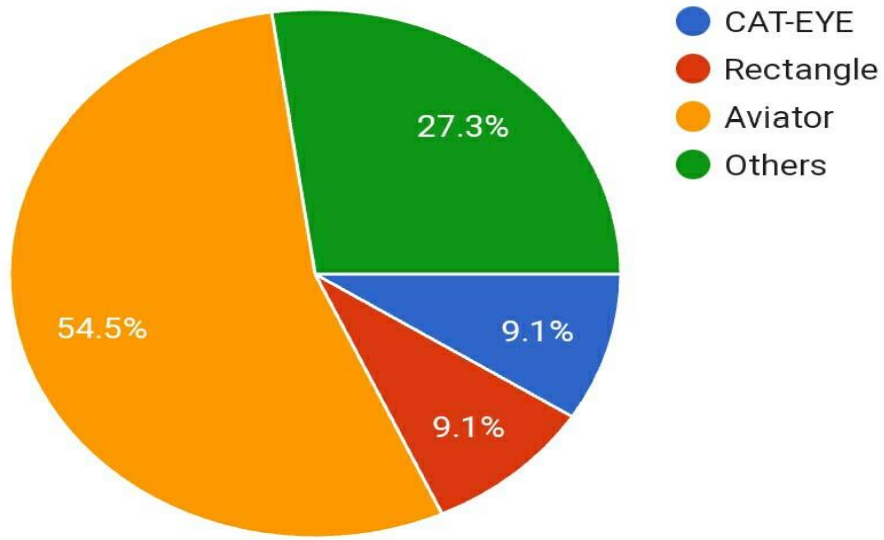
Which kind of improvement
you suggest us ?



Interpretation:-

From the above pie chart showing that what customers are suggesting to lenskart to improve.

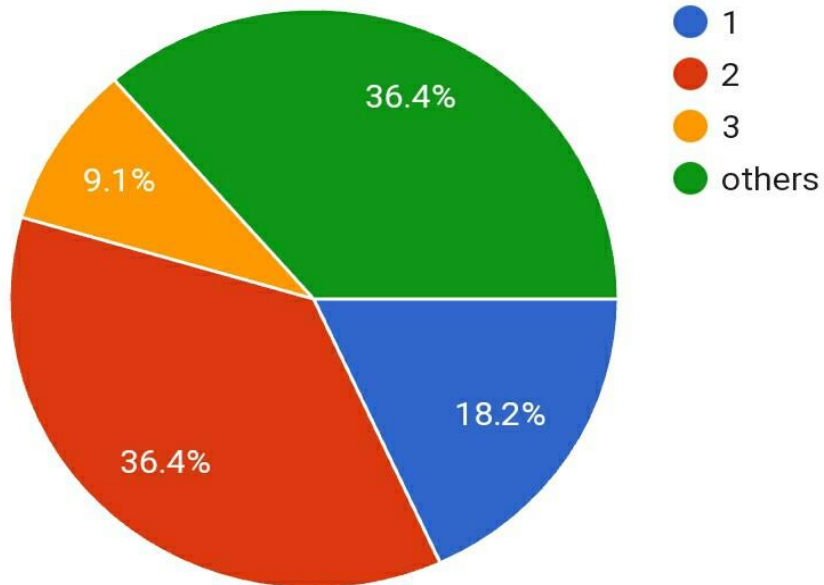
Which type of frame you use
?



Interpretation:-

From the above pie chart showing which type of frames they are using now.

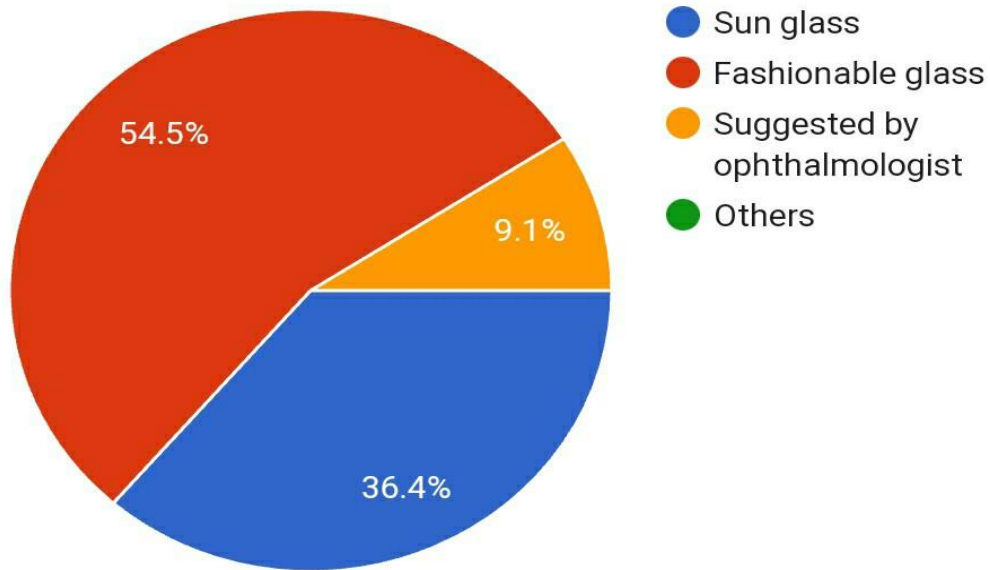
How many glass you buy
from Lenskart ?



Interpretation:-

From the above pie chart showing that which type of glass they buy form Lenskart.

Which kind of spectacles you buy from Lenskart ?



Interpretation:-

From the above pie chart showing that which kind of spectacles they buy from lenskart.

HYPOTHESIS TESTING

HYPOTHESIS TESTING

A hypothesis is a testable statement of what the researcher predicts will be the outcome of the study.

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.

H0: Customers are not satisfied with the Lenskart's Product and Service.

H1: Customers are satisfied with the Lenskart's Product and Service.

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 "Customers are satisfied with the Lenskart's Product and Service." is found to be true. Hence, accepted whereas null hypothesis i.e., H0 "Customers are not satisfied with the Lenskart's Product and Service." is rejected.

CONCLUSION

CONCLUSION

- After analysing the data collected we can conclude that the customer's are highly satisfied with lenskart.
- By analysing the data of lenskart we can conclude that the company offering variety of quality product which result's the company give's tough competition to other.

SUGGESTION'S

SUGGESTION'S

Lenskart is an Indian online retailer of eyewear, offering a wide range of eyeglasses, sunglasses, and contact lenses. To improve customer satisfaction towards online shopping with Lenskart, here are a few suggestions:

- **User-friendly website:** A user-friendly website with clear navigation and easy-to-understand features can improve the overall shopping experience. It should be easy to search and browse for products, add them to the cart, and complete the purchase.
- **Detailed product descriptions:** Detailed and accurate product descriptions, along with high-quality images, can help customers make informed decisions about the products they are interested in buying. This can reduce the chances of returns and increase customer satisfaction.
- **24/7 Customer Support:** Providing a 24/7 customer support service can ensure that customers have access to assistance whenever they need it. This can help resolve any queries or concerns related to products or orders quickly, thus enhancing customer satisfaction.

BIBLIOGRAPHY

BIBLIOGRAPHY

<https://en.wikipedia.org/wiki/Lenskart>

<https://lens.google.com>

https://en.wikipedia.org/wiki/Online_shopping

APPENDICS

1. Gender of Respodents.

- a) Male
- b) Female

2. Do you know about Lenskart ?

- a) Yes
- b) NO

3. Which mode of shopping do you like most ?

- a) Online
- b) Offline

4. Is lenskart is a trusted Company to buy eyewear ?

- a) Yes
- b) No

5. How did you come up with Lenskart ?

- a) Mouth publicity
- b) Online advertisiment
- c) Advertisement through media
- d) Others

6. What do you like in Lenskart ?

- a) Quality
- b) Best Services
- c) Deelivery on time
- d) Best price options

7. Which kind of improvement you suggest us ?

- a) Improve website quality
- b) Improve in shipping service
- c) Improve in customer services
- d) Others

8. Which type of frame you use ?

- a) CAT-EYE
- b) Rectangle
- c) Aviator
- d) Others

9. How many glass you buy from Lenskart ?

- a) 1
- b) 2
- c) 3
- d) others

10. Which kind of spectacles you buy from Lenskart ?

- a) Sun glass
- b) Fashionable glass
- c) Suggested by ophthalmologist
- d) Others