

A
PROJECT REPORT
ON
**“A STUDY OF MARKETING STRATEGY’S ADOPTED BY
LENSKART FOR NAGPUR REGION.”**

Submitted to

G.S. College of Commerce & Economics Nagpur

An Autonomous Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



CERTIFICATE

This is to certify that “**YOGITA VINOD BASANTWANI**” has submitted the project report titled “**A STUDY OF MARKETING STRATEGY’S ADOPTED BY LENSKRAT FOR NAGPUR REGION.**”, 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 has ingeniously completed his project as prescribed by G.S. Autonomous College of Commerce & Economics Nagpur Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Mahesh Chopde

(Project Guide)

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(Co-Ordinator)

Place: Nagpur

Date:

G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



DECLARATION

I here-by declare that the project with title “**A STUDY OF MARKETING STRATEGY’S ADOPTED BY LENSKRAT FOR NAGPUR REGION.**” 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.

Yogita Vinod Basantwani

Place: Nagpur

Date:

G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur. I am extremely thankful to my Project Guide **DR. MAHESH CHOPDE** for his guideline throughout the project. I tender my sincere regards to Co-ordinator, **DR. 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 Cooperation. I would like to thank all those who helped me in making this project complete and successful.

Yogita Vinod Basantwani

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

MARKETING POLICIES OF LENSKART

Lenskart employs several marketing policies to drive its business growth and enhance customer engagement:

- **Customer-centric approach:** Lenskart places a strong emphasis on understanding and meeting customer needs. This includes offering personalized recommendations, providing a seamless shopping experience, and prioritizing customer satisfaction.
- **Innovative products and services:** Lenskart continuously introduces new and innovative products and services to stay ahead of the competition. This includes the use of advanced technology in lens manufacturing, as well as unique services like the "Home Try-On" program.
- **Omni-channel strategy:** Lenskart leverages both online and offline channels to reach customers. This includes a strong online presence through its website and mobile app, as well as a network of physical stores across India.
- **Digital marketing:** Lenskart uses digital marketing strategies such as social media marketing, search engine optimization (SEO), and online advertising to reach a wider audience and drive traffic to its online and offline stores.
- **Partnerships and collaborations:** Lenskart collaborates with celebrities, influencers, and other brands to promote its products. This helps increase brand visibility and attract new customers.

- Affiliate and referral programs: Lenskart offers affiliate and referral programs to incentivize customers to refer their friends and family. This helps drive customer acquisition and retention.
- Competitive pricing: Lenskart offers competitive pricing on its products, making them accessible to a wide range of customers. They also frequently run sales and promotions to attract customers.
- Customer service: Lenskart places a strong emphasis on customer service, offering 24/7 helpline support, easy returns, and a one-year warranty on its products. This helps build trust and loyalty among its customers.

Overall, Lenskart's marketing policies focus on providing innovative products and services, engaging customers through multiple channels, and delivering exceptional customer service to drive business growth.

MARKETING STRATEGY OF LENSKART

Lenskart, a prominent eyewear brand, employs a variety of marketing strategies to attract and retain customers:

- Digital Marketing: Lenskart utilizes digital marketing channels such as social media, search engine optimization (SEO), and online advertising to reach a wider audience. They create engaging content and run targeted campaigns to drive traffic to their website and stores.
- Omni-channel Presence: Lenskart has a strong omni-channel presence, with both online and offline stores. This allows customers to try on glasses in-store and then purchase online, or vice versa, providing a seamless shopping experience.

- **Personalization:** Lenskart uses customer data to personalize recommendations and offers. They use algorithms to suggest frames based on face shape, style preferences, and past purchases, increasing the likelihood of conversion.
- **Home Try-On:** One of Lenskart's unique strategies is its "Home Try-On" service, where customers can select frames online and have them delivered to their home to try before purchasing. This reduces the risk of buying glasses online and increases convenience.
- **Affiliate and Referral Programs:** Lenskart incentivizes customers to refer friends and family through its referral program, offering discounts or credits for both the referrer and the referee. This helps drive customer acquisition through word-of-mouth marketing.
- **Customer Service:** Lenskart focuses on providing exceptional customer service, including a 24/7 helpline, easy returns, and a one-year warranty on its products. This helps build trust and loyalty among its customers.
- **Product Range and Quality:** Lenskart offers a wide range of eyewear products, including prescription glasses, sunglasses, and contact lenses, catering to different customer needs and preferences. They also emphasize the quality of their products, offering high-quality lenses and frames at competitive prices.

- Partnerships and Collaborations: Lenskart collaborates with celebrities and influencers to promote its brand and products, leveraging their influence to reach a larger audience and increase brand awareness.

Overall, Lenskart's marketing strategy focuses on providing a personalized, convenient, and high-quality shopping experience to its customers, driving customer acquisition and retention.

FORMULATING MARKETING STRATEGY

Formulating a marketing strategy for Lenskart involves understanding its target market, competitive landscape, and key objectives. Here's a step-by-step approach to formulating a comprehensive marketing strategy for Lenskart:

1. Market Analysis:

- **Identify Target Market:** Understand the demographics, psychographics, and behaviors of Lenskart's target customers. This includes age, gender, income level, lifestyle, and shopping preferences.
- **Competitor Analysis:** Analyse competitors in the eyewear industry, including their strengths, weaknesses, and marketing strategies. Identify opportunities and threats in the market.
- **SWOT Analysis:** Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify Lenskart's internal strengths and weaknesses, as well as external opportunities and threats.

2. Marketing Objectives:

- **SMART Goals:** Define specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives. These could include increasing brand awareness, growing market share, or improving customer retention rates.

- Key Performance Indicators (KPIs): Identify KPIs to measure the effectiveness of the marketing strategy, such as website traffic, conversion rates, customer acquisition costs, and customer lifetime value.

3. Targeting and Positioning:

- Segmentation: Divide the market into distinct segments based on demographics, psychographics, and behaviors.
- Targeting: Select the most attractive segments to target based on their size, growth potential, and fit with Lenskart's offerings.
- Positioning: Develop a clear positioning strategy that differentiates Lenskart from competitors and resonates with the target market. This could be based on factors such as price, quality, convenience, or customer service.

4. Marketing Mix:

- Product: Review Lenskart's product offerings and identify areas for improvement or expansion. Consider introducing new products or services to meet the needs of the target market.
- Price: Determine pricing strategies based on market dynamics, competitor pricing, and customer perceptions. Consider offering discounts, promotions, or bundled pricing to attract customers.

- **Place:** Evaluate distribution channels to ensure products are available where and when customers want them. This includes online channels, physical stores, and partnerships with other retailers.
- **Promotion:** Develop a promotional strategy to reach the target market and achieve marketing objectives. This could include advertising, public relations, sales promotions, and digital marketing tactics.

5. Implementation Plan:

- **Marketing Calendar:** Create a detailed marketing calendar outlining the timing and execution of marketing activities.
- **Budget Allocation:** Allocate budget to different marketing activities based on their expected impact and ROI.
- **Resource Allocation:** Determine the resources (people, technology, etc.) required to execute the marketing strategy effectively.

6. Monitoring and Control:

- **Performance Monitoring:** Continuously monitor the performance of the marketing strategy against the KPIs and objectives. Make adjustments as needed to optimize performance.
- **Feedback and Evaluation:** Gather feedback from customers, employees, and other stakeholders to evaluate the effectiveness of the marketing strategy and identify areas for improvement.

7. Review and Adaptation:

- **Regular Review:** Conduct regular reviews of the marketing strategy to ensure it remains aligned with changing market conditions and business objectives.
- **Adaptation:** Be prepared to adapt the marketing strategy based on new insights, market trends, and competitive dynamics.

BUSINESS MODEL OF LENSKART LENSKART INDIA

- offers more than 5,000 styles of frames and 45 different types of superior quality lenses to its customers. The designs are in line with the latest trends in eyewear, courtesy of the in-house team of designers, and stylists who keep a tab of the latest trends.
- It follows an inventory-led business model where it passes on these designs to its manufacturers. This, and the supply chain followed by Lenskart, helps them to keep the cost of their products under control.
- While developing their product, some of the things that the company keeps in mind are the –superior quality of the product, a variety for the consumers, product innovativeness, excellent marketing strategies, and services such as a 3-D trial facility.
- The brand’s focus is not just on the trendiness of the product but also on its durability and quality. It uses robotic technology imported specially from Germany, which allows Lenskart to be the only brand in India which is able to make eyewear with up to 3 decimals of accuracy.

- Catering to the Indian sentiment of – ‘**aur dikhao**’, Lenskart India has over 5,000 styles of frames and over 45 types of lenses. They don’t just offer reading glasses but also offer a range of the latest designer sunglasses.
- Lenskart has also revolutionized the eyewear industry by using cutting edge technology. It offers services such as 3-D trial facilities in order to make the process smoother for its customers. It also follows an aggressive marketing strategy where it offers its first-time customers their first frame free of cost.
- Lenskart has changed its model over the years and follows an Omni-channel retail model. In an Omni-channel retail model, the business offers services both online as well as offline mode. Initially, it just had an online presence, but soon it made its mark in the offline world as well. It now has over 550 stores in 30+ cities across India.
- **The main agenda** of Lenskart India behind opening up brick and mortar stores was that Indian consumers were a little apprehensive of purchasing eyewear online. The customers wished to try the product out in a physical presence, and touch and feel it in order to be absolutely sure about its quality.
- Also, opening up physical stores helped the brand grow its business faster and gain the trust of its customers. They used the Omni-channel to convert their offline customers to online by offering them application and portal facilities. This also helped them in strengthening their ties with the customers.

COMPANY PROFILE

COMPANY PROFILE

Company Name	Lenskart Solutions Pvt. Ltd.
Headquarters	Faridabad, Haryana, India
Industry	Prescription Eyewear, E-commerce
Founders	Peyush Bansal, Amit Chaudhary, and Sumeet Kapahi
Founded	2010
Parent Organization	Valyoo Technologies
CEO	Peyush Bansal
Valuation	\$4.5 B (Till March 2023)
Revenue	\$16183 million (Rs 1618.3 crore in FY22)
Funding	\$600 million (March 2023)
Investment	\$500 million (March 2023)
Area Served	Worldwide
Website	www.lenskart.com

HISTORY OF LENSKART

Lenskart was founded in 2010 by Peyush Bansal, Amit Chaudhary, and Sumeet Kapahi. The idea for the company came about when Peyush Bansal, a graduate from the Indian Institute of Technology Delhi and a former Microsoft employee, faced challenges in buying eyewear in India. He noticed that the eyewear industry in India was largely unorganized, with limited options and high prices.

Determined to disrupt the industry, Bansal, along with Chaudhary and Kapahi, launched Lenskart with the vision of providing affordable, high-quality eyewear to customers across India. The company started as an online platform, offering a wide range of eyeglasses, sunglasses, and contact lenses.

Lenskart quickly gained traction, thanks to its innovative business model and focus on customer satisfaction. The company introduced several innovative services, such as the "Home Try-On" program, where customers could select frames online and have them delivered to their home to try before purchasing. They also offered virtual try-on tools and free eye check-ups at their stores.

Over the years, Lenskart has expanded its presence in India, opening physical stores across the country. The company has also expanded its product offerings, partnering with leading brands and introducing its own private label brands.

2

4. Lens Solutions: Lenskart offers lens cleaning solutions and accessories to help you care for your contact lenses.

5. Eyewear Accessories: Lenskart offers a variety of eyewear accessories, including cases, cleaning cloths, and chains.

Additionally, Lenskart provides services such as home eye check-ups, virtual try-on, and frame styling advice to assist customers in finding the perfect pair of glasses.

Why Lenskart Is More Successful Than Other

Lenskart's success can be attributed to several factors:

1. Online Presence: Lenskart was one of the first companies to focus on selling eyewear online in India. Its strong online presence and user-friendly interface have helped it reach a wide audience and compete effectively in the e-commerce space.

2. Wide Product Range: Lenskart offers a wide range of eyewear products, including eyeglasses, sunglasses, and contact lenses, catering to diverse customer needs and preferences.

3. Home Eye Check-ups: Lenskart offers home eye check-ups, making it convenient for customers to get their eyes tested and order prescription glasses without visiting a store.

4. Innovative Solutions: Lenskart has introduced innovative solutions such as the 3D Try-On feature, which allows customers to virtually try on glasses before making a purchase.

5. Affordable Pricing: Lenskart offers competitive pricing and frequent discounts, making its products more affordable and attractive to customers.

6. Customer Service: Lenskart provides excellent customer service, including a 14-day return policy, free shipping, and a one-year warranty on its products, which has helped build customer loyalty.

7. Branding and Marketing: Lenskart has invested in branding and marketing campaigns, using celebrity endorsements and creative advertising to build brand awareness and attract customers.

Overall, Lenskart's combination of online presence, wide product range, innovative solutions, competitive pricing, excellent customer service, and effective branding and marketing strategies have contributed to its success in the eyewear industry.

99% Of Lenskart's Sales Comes From Indian Market



Source: Lenskart Solutions Pvt Ltd Financial Statement
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SWOT ANALYSIS

STRENGTH

- **Strong Online Presence:** Lenskart has a well-established online platform, allowing it to reach a large customer base and provide convenient shopping experiences.
- **Wide Product Range:** Lenskart offers a diverse range of eyewear products, including glasses, sunglasses, and contact lenses, catering to various customer needs.
- **Innovative Solutions:** Lenskart has introduced innovative solutions such as home eye check-ups and virtual try-on, enhancing the customer experience.
- **Brand Recognition:** Lenskart has built a strong brand presence in the eyewear industry through effective marketing and branding strategies.

WEAKNESSES

- **Dependence on Online Sales:** Lenskart's heavy reliance on online sales makes it vulnerable to disruptions in the online marketplace and may limit its reach to customers who prefer offline shopping.
- **Limited International Presence:** Lenskart's focus on the Indian market has limited its international expansion opportunities and exposure to global markets.
- **Quality Concerns:** Some customers have raised concerns about the quality of Lenskart's products, which could affect its reputation and customer trust.

OPPORTUNITIES

- **Growing Eyewear Market:** The eyewear market is expected to grow globally, presenting opportunities for Lenskart to expand its market share and reach.
- **Expansion into New Markets:** Lenskart has the opportunity to expand into new markets, both domestically and internationally, to further grow its customer base.
- **Diversification of Product Portfolio:** Lenskart can diversify its product offerings by introducing new eyewear-related products or expanding into related categories.

THREATS

- **Competition:** Lenskart faces competition from both online and offline retailers in the eyewear industry, which could affect its market share and profitability.
- **Changing Consumer Preferences:** Shifts in consumer preferences towards other eyewear brands or products could impact Lenskart's sales and growth.
- **Regulatory Changes:** Changes in regulations related to the eyewear industry could affect Lenskart's operations and compliance requirements.



LITERATURE REVIEW

REVIEW OF LITERATURE

1. POONAM PAINULY and SHALU RATHI (2016)

In their research paper “Mobilewallet :An upcoming mode of business transaction “have analysed that ease of transaction ,secured profile and convenience in handling application put forth the benefits of wallet money and also concluded that business sectors like banking ,retail, hospitality etc.,are making use of wallet money and mobile payment instruments including contactless and remote payment in the customers –business and customers to customers areas.

2. NGOC DOAN (2014) in their research paper “Digital wallet: Requirement and challenges “have identified about Singapore’s use of digital wallet and analysed the key challenges in building and deploying a digital wallet.

3. Dr. HEM SHWETA RATHORE

In her research paper “Adoption of Digital wallet by consumers “have analysed about the factors that influence consumers in adoption of digital wallet and analysed the risk and challenges faced by consumers in usage of digital wallet and concluded that shoppers are adopting digital wallet largely due to convenience and ease to use and in the future years digital wallet will gain more widespread acceptance.

4. Barker (1992) in his study, Globalization of credit card usage: The case of a developing economy” measured the attitude of Turkish consumers towards credit cards, and the approach of card issuers by surveying two samples of 200 card holders and non-holders. The respondents were categorized into better educated, middle aged

members of the upper middleclass. The most significant reasons for using a credit card were “case of payment”, followed by “risk of carrying cash”.

5. Mathur and George (1994) “Use of credit-cards by older American” shows the usage behaviour pattern of older people with credit card spending. Using a large national sample of respondents from different age groups, finds that older adults use credit cards as frequently as younger adults when circumstances for consumption in both groups are similar. Contrary to it, the commonly held belief that older people do not use credit cards, the data suggests the need for practitioners to stop thinking about consumer targets in terms of age and focus more on circumstances that determine one’s likelihood to use credit cards.

6. Kaynak (1995) , “Correlates of credit card acceptance and usage in an advanced developing Middle Eastern Country.” Study shows that with the surge of technological developments, innovation and increase in the level of socio-economic progress the acceptance of credit card and usage has increased like anything.

SCOPE OF STUDY

SCOPE OF STUDY

- This study highlights the preference of the customers towards the online shopping.
- This study helps to determine the problems or issues faced by the customers who do online shopping.
- It helps to find out the popular online sites which are preferred by the customers.

OBJECTIVE OF STUDY

OBJECTIVE OF STUDY

- To study the social economic characteristics of the respondents.
- To identify the factors that influences the respondents to purchase the product through lenskart online shopping.
- To analyse the level of satisfaction towards lenskart online shopping.
- To find out the problems faced by the respondents towards lenskart online shopping.

**RESEARCH
METHODOLOGY**

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting research. Defining the Research Problem and Objectives: It is said that “A problem well defined is “Half solved”. The first step in research methodology is to define the problem and deciding there search objective. The objective of my study is to know the consumer buying behavior of personal care products of Himalaya. Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. To study the behavior of consumers while buying eyeglasses online through Lenskart. Online buying behavior, consumers perception when buying eyewear online. This research study considering.

RESEARCH DESIGN

Research Design is a blueprint or framework for conducting marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and solve marketing research problem. The research design used in this study is descriptive research.

Descriptive Research

The descriptive research is also known as statistical research, describes data and characteristics about the population or phenomenon being studied. The description is used for frequencies, averages, and other statistical calculations. The research deals with everything that can be counted and studied. But there are always restrictions to that. The research must have an impact to the lives of the people around the researcher. Descriptive research design is used to measure the involvement level. A convenient sampling technique is used for selecting respondents. The data were collected through a structured questionnaire and the

sample size taken was 100 respondents. For analysis, various tools are being used like tabulation, frequency distribution, cross tabs and charts.

METHOD OF DATA COLLECTION

The researcher has chosen the questionnaire methods of data collection due to limited time in hand. While designing data-collection procedure, adequate safeguards against bias and unreliability must be ensured. Researcher has examined the collected data for completeness, comprehensibility, consistently and reliability. Researcher has also gathered secondary data which have already been collected and analyzed by someone else. He got various information from journals, historical documents, magazines and reports prepared by the other researchers. For the present piece of research, the investigator has used the following methods:

- Questionnaire
- Interview
- Observation

SAMPLE SIZE

Here, researcher has taken 60 as the sample size.

ABOUT THE QUESTIONNAIRE

In this method a questionnaire is sent to the users and customers concerned with a request to answer the questions and return the questionnaire. The questionnaire consisted of a number of questions printed or typed in a definite order. The user and customers has to answer the questions on their own. The researcher has chosen this method of data collection due to low cost incurred, it is free from bias of the interviewer and respondent have adequate time.

HYPOTHESIS

HYPOTHESIS

This study is conducted to assess the hypothesis that if company is marketed through social media platforms, then what will be the effects of this type of marketing on its image or awareness.

NULL HYPOTHESIS [H0]- There is no significant relationship between marketing the products on web through social media channels and the mentioned company's brand.

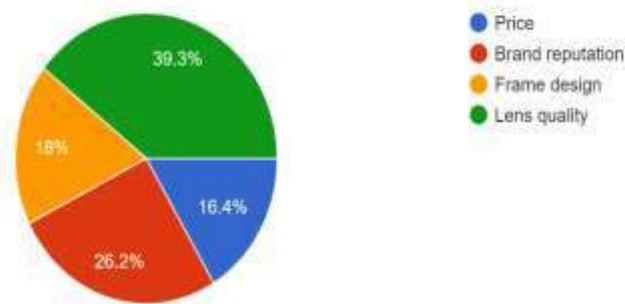
ALTERNATIVE HYPOTHESIS [H1]- There is a significant relationship between the marketing on social media channels and its effects on the company's brand.

**DATA ANALYSIS
AND
INTERPRETATION**

DATA ANALYSIS AND INTERPRETATION

1. What factors influence your decision to purchase eyeglasses from lenskart?

1.What factors influence your decision to purchase eyeglasses from lenskart ?
61 responses

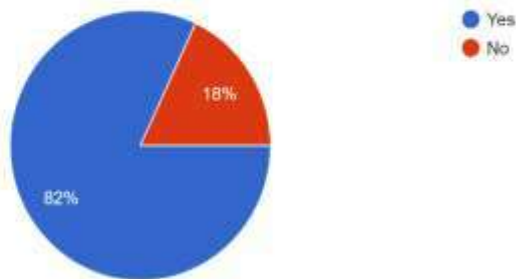


INTERPRETATION:

Regarding factor influence decision to purchase eyes glasses from lenskart 39.3% users and customers are influence by quality of lens, 26.2% are influence by reputation of brand, 18% are influence by frame design whereas 16.4% are influence by price of lens .

2. Are you satisfied with the variety of eyeglasses offered by lenskart?

2.Are you satisfied with the variety of eyeglasses offered by lenskart ?
61 responses

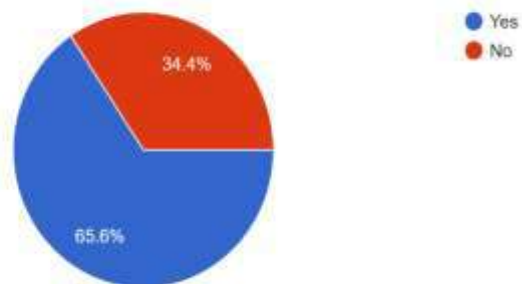


INTERPRETATION:

Regarding sources 82% users and customers are satisfied or agree whereas 18% are not satisfied with variety of eyeglasses offered by lenskart . Therefore, the users and customers are satisfied by variety of eyeglasses offered by lenskart.

3. Are you aware of lenskart return policy ?

3.Are you aware of lenskart return policy ?
61 responses

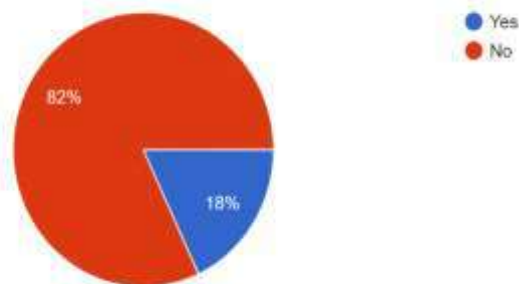


INTERPRETATION:

Regarding sources 65.6% users and customers are aware whereas 34.4% are not aware of lenskart return policy. It means most of the users and customers are aware of it but some buyer or customer still not aware of return policy of lenskart.

4. Have you ever faced any issues with Lenskart's products or services?

4. Have you ever faced any issues with Lenskart's products or services?
61 responses:

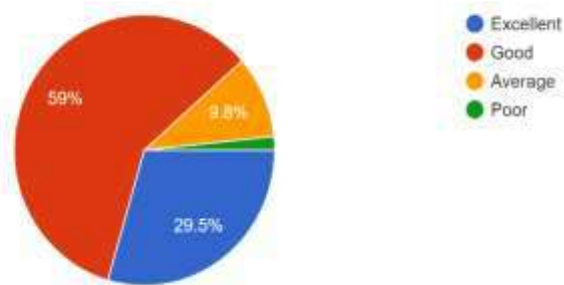


INTERPRETATION:

Regarding issues facing, 82% users and customers are satisfied and not face any kind of issue whereas 18% are not satisfied and faced some kind of issue with lenskart's products or services . It means most of the users and customers are not faced any issues with lenskart product or services.

5. How would you rate the overall quality of Lenskart's eyeglasses?

5.How would you rate the overall quality of Lenskart's eyeglasses?
61 responses

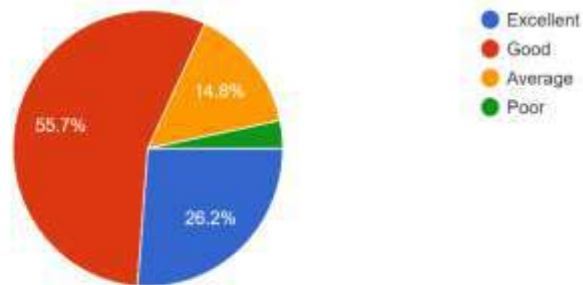


INTERPRETATION:

Regarding overall quality, 59% users and customers are believe that the overall quality of product or services is good, 29.5% users and customers are believe that the overall quality of product or services is excellent, 9.8% users and customers are believe that the overall quality of product or services is average whereas only 1.7% users and customers are believe that the overall quality of product or services is poor. It means most of the users and customers are satisfied with quality of lenskart product or services.

6. How would you rate Lenskart's website or app ?

6.How would you rate Lenskart's website or app ?
61 responses

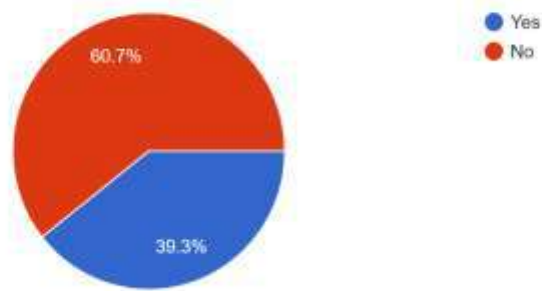


INTERPRETATION:

Regarding lenskart website or app rating, 55.7% users and customers have given good rating, 26.2% users and customers have given excellent rating, 14.8% users and customers have given average rating whereas only 3.3% users and customers are believe that the have given poor rating. It means most of the users and customers are satisfied with lenskart performance.

7. Are you a repeat customer of Lenskart ?

7.Are you a repeat customer of Lenskart ?
61 responses

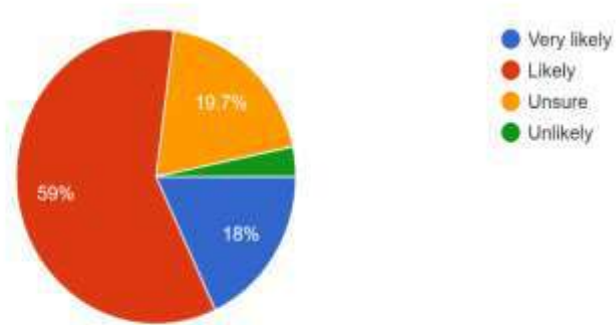


INTERPRETATION:

Regarding customer repeatation, 60.7% users and customers are interested for second buy whereas 39.3% are not repeatative. It means number of the users or customers are come back for buy again compare than number of the users or customers are not come back for buy.

8. How likely are you to make a future purchase from Lenskart?

8.How likely are you to make a future purchase from Lenskart ?
61 responses

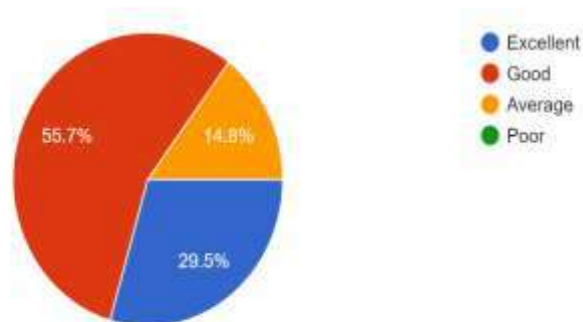


INTERPRETATION:

Regarding future purchase of lenskart, 59% users and customers are likely for future buy, 19.7% are unsure, 18% are very likely and 3.3% are unlikely . Hence positive side is showed.

9. How would you rate Lenskart's customer service ?

9.How would you rate Lenskart's customer service ?
61 responses

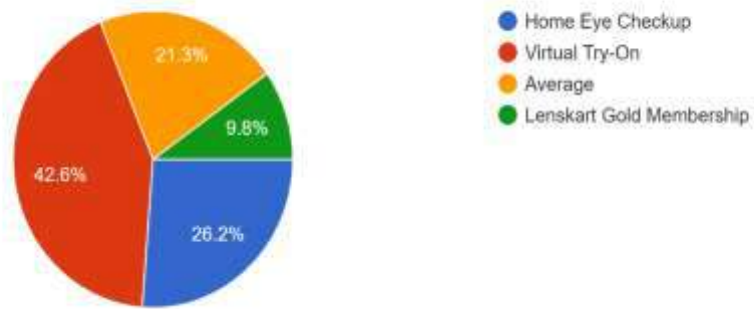


INTERPRETATION:

Regarding customer service, 55.7% users and customers are believe that customer service is good, 29.5% users and customers are believe that the customer service is excellent, 14.8% users and customers are believe that the customer service is average.

10. Which Lenskart services have you used or would like to try?

10. Which Lenskart services have you used or would like to try?
61 responses



INTERPRETATION:

Regarding lenskart services, 42.6% users and customers are vote for virtual try-on, 26.2% users and customers are vote for home eye checkup, 21.3% users and customers are vote for average whereas only 9.8% users and customers are vote for lenskart gold membership.

HYPOTHESIS TESTING

HYPOTHESIS TESTING

This study is conducted to assess the hypothesis that if company is marketed through social media platforms, then what will be the effects of this type of marketing on its image or awareness.

NULL HYPOTHESIS [H0]- There is no significant relationship between marketing the products on web through social media channels and the mentioned company's brand.

ALTERNATIVE HYPOTHESIS [H1]- There is a significant relationship between the marketing on social media channels and its effects on the company's brand.

According to study, null hypothesis is proven to be wrong hence alternative hypothesis is right because due to conclusion for study there is clearly impact and relationship between marketing the products on web through social media channels and the mentioned company brand. By the detailed study there is no doubt that lenskart proclaims itself as Asia first brand to be certified 100% non-toxic by "MADE SAFE".

CONCLUSION

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The internet is “anytime, anywhere” media and the expanding power of the internet has brought forth a new generation of interaction platform between humans and computers. The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are students and educated people who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are deterring many people from lenskart online shopping.

SUGGESTIONS

Suggestions

The fear of purchasing online by using a credit card would be reduced if the companies and different banks collaborate and the banks maintain online accounts directly.

To boost the confidence of the existing and new online shoppers, the government should provide adequate legal frame works to ensure strengthen measures are taken against people who indulge in online fraud

Most of the people other than students are not having awareness about online shopping; the website merchant should take steps to create awareness among the public.

The online seller must take maximum effort to offer the products with competitive price because the price of the product plays a big role in purchase decision.

The online shopping website must be made known to consumers through different methods of advertisements.

The customers prefer the cash on delivery to make payment for their lenskart shopping but some of the products are not coming with cash on delivery option. To improve the effectiveness of online shopping this issue must be addressed.

Considerable number of respondents facing some problems while shopping in online. This problem should be carefully observed, analysed a settled.

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ANNEXURES

ANNEXURES

Name of Participant: _____

Designation: _____

QUESTIONNAIRES:

1. What factors influence your decision to purchase eyeglasses from lenskart?
 - a) Price
 - b) Brand reputation
 - c) Frame design
 - d) lens quality
 - e) Promotions/Discount

2. Are you satisfied with the variety of eyeglasses offered by lenskart?
 - a) Yes
 - b) No

3. Are you aware of lenskart return policy?
 - a) Yes
 - b) No

4. Have you ever faced any issues with Lenskart's products or services?
 - a) Yes
 - b) No

5. How would you rate the overall quality of Lenskart's eyeglasses?
 - a) Excellent
 - b) Good
 - c) Average
 - d) Poor

6. Are you a repeat customer of Lenskart?
 - a) Yes
 - b) No

7. How would you rate Lenskart's website or app?
 - a) Excellent
 - b) Good
 - c) Average
 - d) Poor

8. How likely are you to make a future purchase from Lenskart ?
 - a) Very likely
 - b) Likely
 - c) Unsure
 - d) Unlikely
 - e) Very unlikely

9. How would you rate Lenskart's customer service?
 - a) Excellent
 - b) Good
 - c) Average
 - d) Poor

10. Which Lenskart services have you used or would like to try?
 - a) Home Eye Checkup
 - b) Virtual Try-On
 - c) Lenskart Gold Membership
 - d) Buy One Get One Free
 - e) 24/7 Customer Support