



A STUDY ON CUSTOMER SATISFACTION TOWARDS LENSKART IN MADURAI CITY

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ABSTRACT:

Lenskart is an eyewear brand that focuses on innovation and technology. They have online and physical stores that offer the convenience of ordering products and eye check-ups at home. In 2019, Lenskart became a unicorn status company with an expanding business chain across India. Lenskart is confident in its ability to continue providing unparalleled products and services. They are providing excellent products and services that meet customer expectations, which has helped them become a global leader in the eyewear industry. Many customers know about Lenskart products.

KEYWORDS:

CUSTOMERS, EYEWEAR, LENSKART SERVICES, INDUSTRY, PRODUCTS.

1.1 INTRODUCTION

Lenskart is an Indian brand that specializes in eyewear, offering a range of glasses, contact lenses, and sunglasses. Lenskart is a reliable and trustworthy brand that provides customers with various buying options, both online and offline. The company has over 50 lakh satisfied customers and more than 500 profitable stores, making it a leading e-commerce brand in India. Lenskart offers customers an omni-channel experience, which means they can order their eyewear either online or in-store. The brand uses advanced technology and innovative programs to provide high-precision, accurate glasses. Lenskart provides a free trial service and a home check-up program. The company has expanded its stores nationwide, making eyewear accessible to everyone, regardless of where they live. In December 2013, Lenskart introduced a home check-up program that's perfect for busy customers who want to get their eyes checked in the comfort of their own space. With this program, customers can get accurate prescriptions and select frames without having to leave their homes. Overall, Lenskart is a reliable and innovative brand that's dedicated to providing high-quality eyewear to customers across India.

1.2 STATEMENT OF THE PROBLEM

However, measuring customer satisfaction is not an exact science and requires statistical analysis. It refers to the positive frame of mind that customers experience when expectations have been met or exceeded throughout their interaction with a company's products or services. Measuring customer satisfaction is not an exact science and should be accessed through statistical analysis and sampling. This research aims to identify the factors that impact customer satisfaction in the eyewear industry, specifically concerning the quality of optical and lens

products.

1.3 REVIEW OF LITERATURE

Mohan and Chawla (2019), this article provides an overview of 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 Omni channel business model and its impact on the 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 consumer behaviour 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.

Zambelli-Weiner, John E. Crews, and David S. Freidman (2012) in their study "Disparities in Adult Vision Health in the United States" found out that because vision loss most often is the result of underlying degenerative processes, the data showed increased risk with increasing age for most of the major eye diseases. In general, women are at higher risk of most major eye diseases. Major population-based studies have examined the prevalence and risk of most major eye diseases by race, but data are limited, and findings are inconsistent. Data on other socio demographic variables, such as education and income, are limited.

1.4 OBJECTIVES

Though the main objective of the present study is to

identify the customer satisfaction towards Lenskart, the following specific objectives have been framed:

1. To analyse the level of customer satisfaction with Lenskart services in Madurai City.
2. This includes studying the opinions of customers regarding features like the durability, quality, and price of lenses.
3. The goal is to obtain insights into the satisfaction levels of customers with Lenskart products.

1.5 RESEARCH DESIGN

The present study is empirical research based on the survey method, and it is purely based on primary data. For this, 50 samples of customer satisfaction towards Lenskart products have been selected from Madurai city by using the Non-Probability Convenient Sampling Technique. But it is not possible to get such data. Because of this, it is decided to use the non-probability convenient sample method. A well-structured questionnaire has been used to collect the required primary data from 50 sample respondents in Madurai City. The statistical tools Percentage Analysis and Weighted Average Rank Analysis have been used to analyse the collected data with the help of Microsoft Excel.

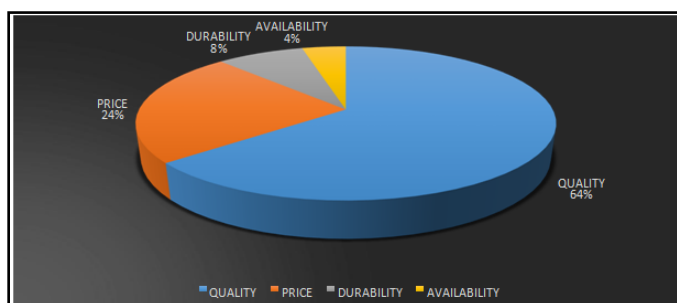
1.6 DATA ANALYSIS

TABLE - 1

FACTORS AFFECTING TO PURCHASE LENSKART EYEWEARS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Quality	32	64
Price	12	24
Durability	04	08
Availability	02	04
TOTAL	50	100

CHART - 1 FACTORS AFFECTING TO PURCHASE LENSKART EYEWEARS



According to the data presented in the table, a significant majority of 64% of the respondents have given priority to the factors affecting the quality of a product or service. Meanwhile, 24% of the respondents have considered the factors influencing the price of the product or service. A

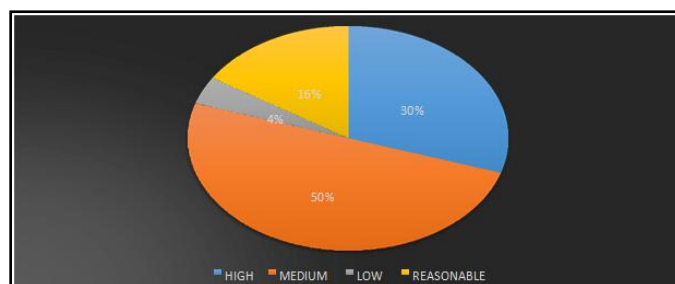
minor proportion of 8% of the respondents have given importance to the factors concerning durability, and only 4% of respondents have considered the factors affecting the availability of the product or service.

TABLE- 2

FEELS REGARDING THE PRICE OF LENSKART EYE WEARS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
High	15	30
Medium	25	50
Low	02	04
Reasonable	08	16
Total	50	100

CHART- 2 FEELS REGARDING THE PRICE OF LENSKART EYE WEARS



According to the survey conducted at the Lenskart showroom, many respondents, that is, 50%, expressed their opinion that the prices of the products were moderate. Around 16% of the respondents found the prices reasonable. However, a considerable number of respondents, that is, 30%, considered the prices to be on the higher side. Only a meagre 4% of the respondents regarded the prices as low.

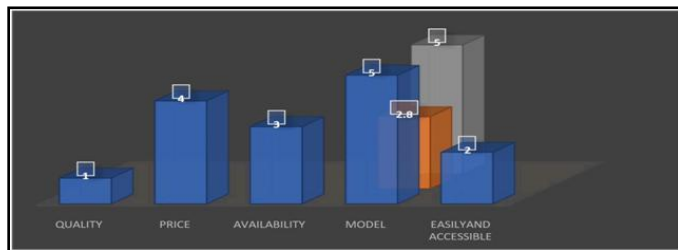
TABLE 3

REASONS FOR PREFER LENSKART EYEWEAR.

WEIGHTED ANALYSIS RANKING

PARTICULARS	S	VS	N	DS	VDS	TOTAL	Mean	RANK
QUALITY	140	32	15	12	3	202	4.04	1
PRICE	90	40	36	16	2	184	3.68	4
AVAILABILITY	98	32	45	12	5	192	3.84	3
MODEL	65	84	21	6	6	182	3.64	5
EASILY AND ACCESSIBLE	135	20	36	6	3	200	4	2

CHART- 3

REASONS FOR PREFER LENSART EYEWEAR.**WEIGHTED ANALYSIS RANKING**

According to the table above, it can be inferred that those who prioritize the quality of eyewear prefer Lenskart as it has secured the top rank. The second rank has been obtained by brands that are easily accessible. Availability of eyewear has been ranked third, while price has been ranked fourth. The model of the eyewear has been ranked fifth.

1.7 FINDINGS & CONCLUSION

- The 78% majority of respondents know about the Lenskart product.
- 82% of respondents are wearing brand eyewear.
- 38% of respondents are buying eyewear during festival time.
- 50% of respondents are wearing casual wear.

In conclusion, Lenskart, the Indian eyewear brand, is poised for global expansion with a strategic investment exceeding \$2 million in eye technology projects. With a vast network of 550 stores across India, Lenskart stands out for its innovative physical stores, including the convenience of home eye check-ups. The brand's overarching goal is to reshape the eyewear retail

landscape, infusing innovation and convenience into the e-commerce sector. Lenskart is dedicated to emerging as a global leader, prioritizing an unparalleled customer experience in the ever-evolving eyewear market. Your suggestions for Lenskart include enhancing features, improving customer service quality and addressing offline shopping difficulties based on survey findings. These steps aim to enhance overall customer satisfaction and provide a better shopping experience for users both online and offline.

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