



“CONSUMER PERCEPTION TOWARDS ONLINE BUYING BEHAVIOUR OF LENSKART PRODUCT IN GUJARAT”

ANKIT PORWAR, URVI BHAVSAR, PARESH PATEL

STUDENT, STUDENT, PROFESSOR
MARKETING DEPARTMENT,
PARUL UNIVERSITY, VADODARA, INDIA

Abstract: The purpose of the study is to know the perception of consumers towards online buying of Lenskart products this study aimed at the behaviour of consumer in Vadodara city mostly college-going students. In the modern era, the internet is the most useful thing in our life. Consumer's usage of the internet increasing day by day and it increases the engagement on e-commerce platform also people often buy things offline because of the easy availability of almost every product at their doorstep. This research is understanding the consumer perception while buying a product online this study chooses the segment of eyewear brand in which we study the consumer perception while they purchase eyewear product through an online platform, past studies conducted on many investigations on the factor affecting the purchase intention of eyewear glasses factor such as price, quality, services, ease of availability are few of them. What and how a consumer chooses between the brands of eyewear and how to satisfy they are of using that particular brand we try to find in this research.

Index Terms - Component, formatting, style, styling, insert.

I. INTRODUCTION

Web based shopping or web-based retailing is a type of electronic business that permits purchasers to straightforwardly purchase products or administrations from a merchant over the Internet utilizing an internet browser. Elective names are e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop brings out the actual similarity of purchasing items or administrations at a blocks and-mortar retailer or mall; the cycle is called business-to-buyer (B2C) web-based shopping. For the situation where a business purchases from another business, the interaction is called business-to-business (B2B) web-based shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States. (2014) The principal World Wide Web worker and program, made by Tim Berners-Lee in 1990, opened for business use in 1991. From there on, ensuing mechanical advancements arose in 1994: internet banking, the launch of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure information move, and Intershop's first web-based shopping framework. Following, Amazon.com dispatched its web-based shopping website in 1995 and eBay was additionally presented in 1995.

Online Shopping in India: Web based Shopping in India-India's internet business market developed at an amazing 88 percent in 2013 to \$ 16 billion, riding on roaring on the web retail drifts and challenging more slow monetary development and spiraling expansion. The expanding Internet entrance and accessibility of greater installment choices supported the online business industry in 2013. Internet business in India is required to stretch around \$50-70 billion by 2020 on the rear of a quickly developing web associated populace and improvement in related frameworks like installment and conveyance frameworks.

The products that are sold most are in the tech and fashion category, including mobile phones, iPad, accessories, MP3 players, digital cameras and jewellery, electronic gadgets, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby products witnessed significant upward movement.

India's online business market, which remained at \$2.5 billion on 2009, came to \$8.5 billion out of 2012 and rose 88% to contact \$16 billion out of 2013. The overview appraises the country's internet business market to reach \$56 billion by 2023, driven by rising in web retail. This growth is because of aggressive online discounts, rising fuel prices and the availability of abundant online options Mumbai beat the rundown of online customers followed by Delhi, while Kolkata positioned third. The age-wise investigation uncovered that 35% of online customers are matured between 18 years and 25 years, 55 percent between 26 years and 35 years, 8 percent in the age gathering of a day and a half year, while just 2% are in the age gathering of 45-60 years. In addition, 65% of online customers are male while 35% are female to make the most of increasing online shopping trends, more companies are collaborating with the daily deal and discount sites, the survey pointed out.

Role of online shopping-

Online shopping plays an important role in the world. It can help people buy products through the Internet without any intermediary. It can help clients save time, travel, cost, energy, and so on. One can purchase items online with various instalment choices like COD, Credit/Debit Card, Net Banking, and so forth. The retailers/online storekeepers provide various facilities to customers who buy products through online shopping. This has prompted an impressive expansion in the number of individuals who lean toward online buy. To stay competitive the sellers of provision give multiple discounts like gift coupons, free delivery and seasonal offers.

Research Methodology & Objectives

Research Methodology: 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.

Research objectives:

- To understand consumer perception while buying eyewear online through Lenskart.
- To analyse the buying behaviour of consumers through the online application.
- To understand its various features that help the buyer be more user friendly.
- To know about Lenskart amongst students of various eyewear.

3.1 Population and Sample:- 100

I. RESEARCH METHODOLOGY

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. Structured non-disguised online questionnaire will be prepared and administered.

its objectives, scope and coverage would be descriptive.

3.2 Data and Sources of Data

- 1. Primary Data:** All relevant data will be collected by distributing questionnaires to the selected consumers.
- 2. Secondary Data:** The secondary data will be obtained from published or unpublished literature on the topic and journal, newspaper, websites, books, magazines, case studies, or any other relevant service.

CORE OBJECTIVE:

- To understand how effective Lenskart product and services are.
- Consumer behavior while buying eyewear products online.

SUB OBJECTIVES:

- To know about Lenskart amongst students of various eyewear.
- To know how effective Lenskart offers its services to buyers.
- To understand its various features that help the buyer be more user friendly.

DATA ANALYSIS AND INTERPRETATION

Data analysis & interpretation

As mentioned, the data collected from 100 respondents.

Gender

100 responses

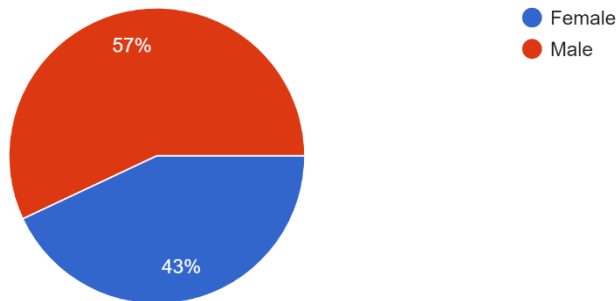


Figure 1: Gender respondents who buy products through Lenskart are maximum female with 57%. Male has less response rather than the female which is 43%.

Age

100 responses

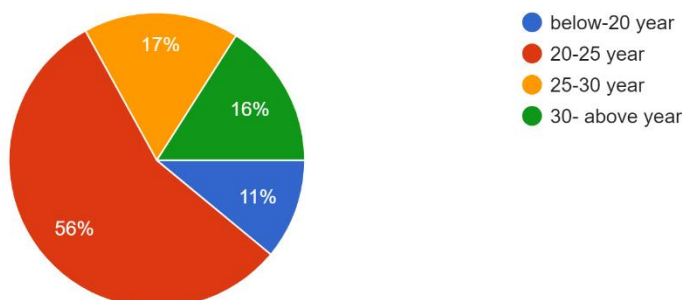


Figure 2: We had analysed the age of people who use Lenskart products are from the age of below 20 years and the highest age group are above 30 years.

Occupation
100 responses

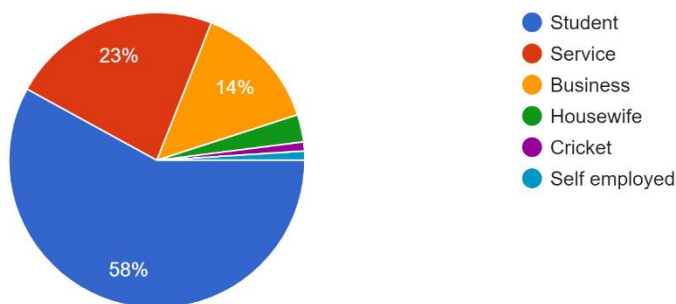


Figure 3: In occupation of the respondents, we diversify into students, service, business, housewife, cricket, self-employed. by this we get to know that most of the survey people are a student with 58% and 23% are in service, 14% in business, 3% housewife, 1% in cricket and 1% in self-employed.

Monthly Income
100 responses

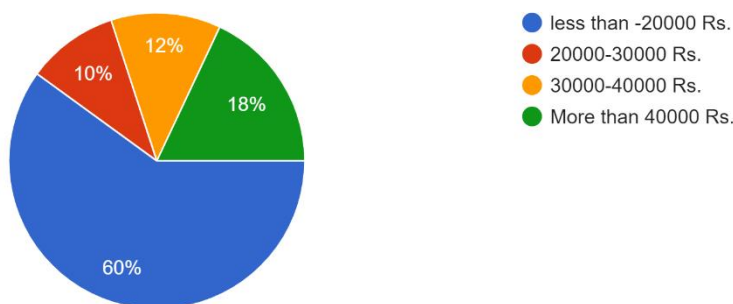


Figure 4: In the income segment of people, we select the income range less than 20,000 Rs. and a maximum of more than 40,000. In which we get to know that majority of people with 60% has income less than 20,000 Rs.

Do you wear optical glasses?
100 responses

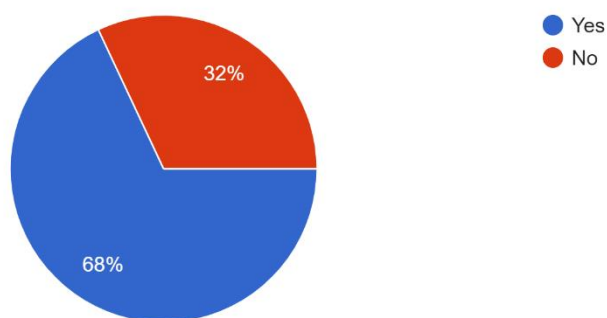


Figure 5: Many respondents wear optical glasses with a 68% ratio and 32% not wear glasses.

Do you know about Lenskart?
100 responses

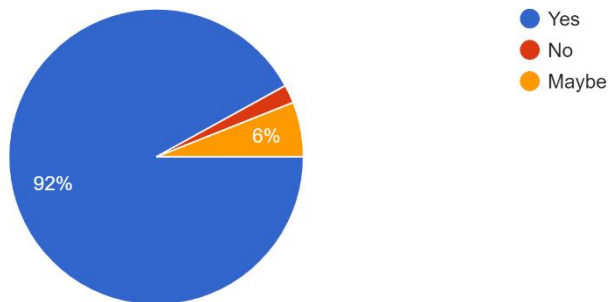


Figure 6: In the survey there people out of 100 there are 92 people aware of Lenskart in that there are 2 who don't and 6 who are not sure about Lenskart product.

What type of optical glasses purchase do you prefer?
100 responses

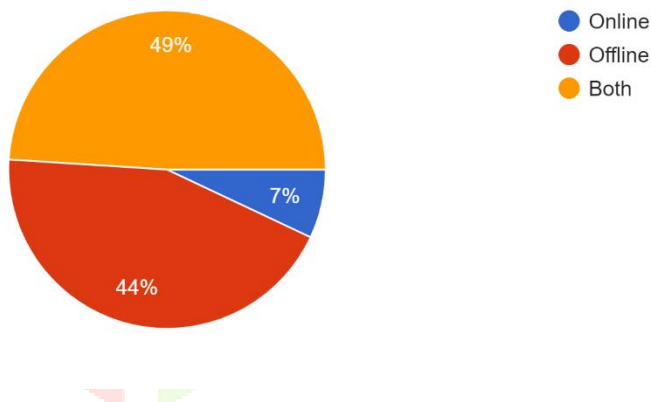


Figure 7: Here the number of people who buy online products is 7%. The people who buy offline are 44% and people who do both online as well as offline are 49%.

What is the reason you choose to prefer lenskart?

100 responses

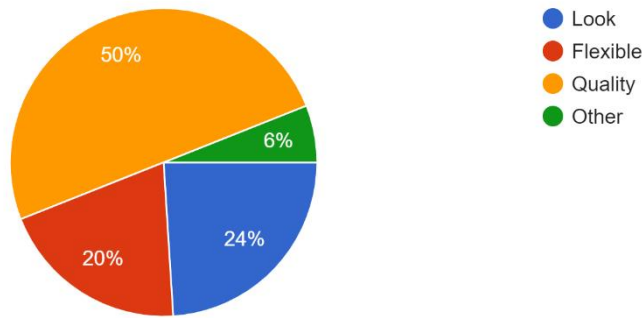


Figure 8: The reason for choosing Lenskart 24% people choose because of the look, 20% people choose because of flexibility, 50% people choose it because of quality the other 6% choose because of other factors (Ex. discount).

How will you rate the services of lenskart?

100 responses

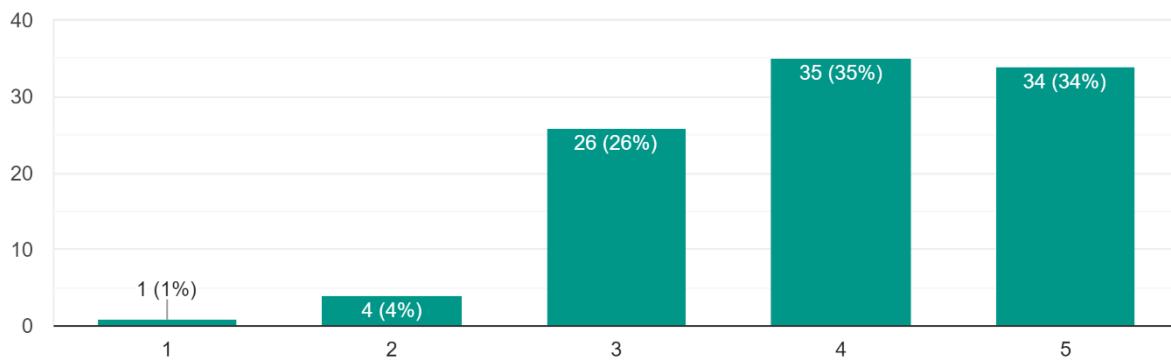


Figure 9: The people rate the service of Lenskart out of 100 only 1% rate it very poor and 4% rate poor, 26% rate good, 35% rate very good and 34% people rate Lenskart excellent in terms of its services.

Rate the quality of the glasses?

100 responses

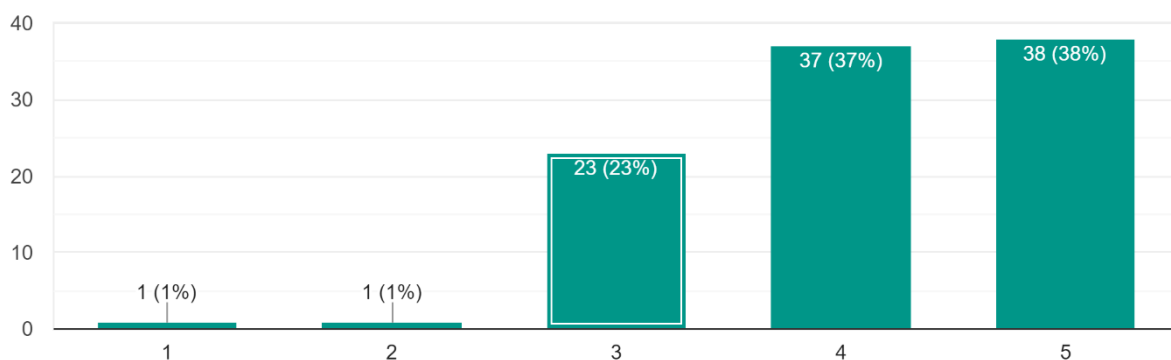


Figure 10: People rate the product quality of glasses as a very satisfactory majority of people rate 5 out of 5 in terms of glasses quality.

Ever need to return the online purchased glasses?

100 responses

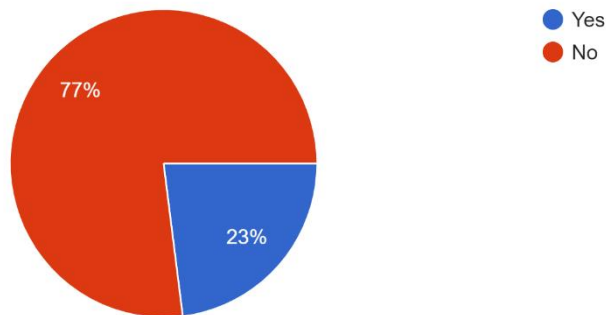


Figure 11: The return policy of the product is satisfactory and 77% of people satisfy with the return policy only 23% of people are not satisfied.



The size of the glasses is perfect as you see on the app?

100 responses

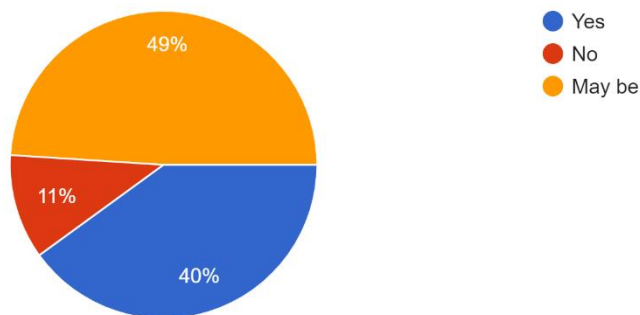


Figure12: The site has been rated by people in 100 respondents 49% got a perfect fit, 11% not get the perfect fit and 40% don't know about the fittings of glasses.

Rate the following Factors:

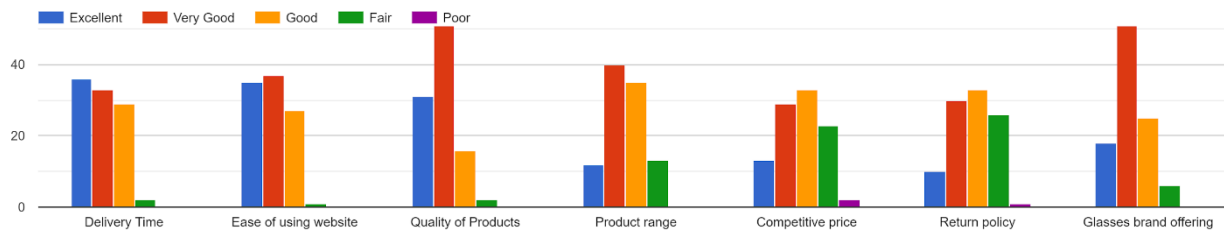


Figure 13: Result is shown in above figure explain about some factors that are being considered in analysing the features of the Lenskart website on the scale of excellent to poor like-

- Delivery time 34 people rate as excellent in delivery time and 2 people rate poorly.
- Ease of using website 35 people can find ease in using website and only 1 rate as fair in using the website.
- Quality of product 31 people like the quality of the product only 2 people don't like the quality of a product.
- Product range some people find product range is good 40 people find product range as very good and 13 rates as fair.
- The competitive price result shows that 29 people rate very good in pricing and 2 rates poor.
- The return policy of Lenskart is good people like the return policy 30 people rate very good in return policy and 1 rate poor.
- Glasses brand offering of Lenskart is good enough 51 people rate brands offered by Lenskart as very good and 6 rates fair brand offering.

Conclusion

- In this competitive world, consumers have many options to select brand their perception in online shopping increases day by day as they are becoming familiar with the online e-commerce websites and choose between the so many competitors that we need to understand their preference and offer products accordingly.
- While buying Lenskart products customer need to clear all aspects of the brand it can be anything quality, pricing, services etc.
- In this study, it is clear that services offered by the company makes difference in selecting a brand from the pool of competition. Online product offering needs a clear image of the product which attracts more consumers. Lenskart products attract many consumers in that majority of consumers are female and their product selection is based on the Lenskart services as they offer different unique kind of features to the customers so they can choose between the multiple products. Online shopping is the platform where trust-building is tough because today many frauds happening around so building customer trust is so much important and for that company provide the best services to build trust. People becoming familiar with an online purchase and aware of the online market and brands that offer this kind of services.
- This study result that consumer prefers both online and offline mode of purchasing Lenskart products and most of them prefer online because people don't want to step out in this covid situation and they are familiar with the products and services of optical brands so they feel safe in online buying and in that Lenskart gives them best offering.
- Many retail shop owners lose their market because of the online services of optical brands only those who don't know about online buying will prefer offline retail owners.
- Peoples trust in e-commerce sites increasing and people happy to buy things online.

References

- Gupta, S.P., Statistical Methods, Sultan Chand & Sons Publisher, Third Edition,2011
- Kothari, C.R., Research Methodology-Methods & Techniques, New Delhi, age International (P) Ltd., Publisher, Second edition,2009
- Varma Agarwal., Marketing research, Forward Book Dept, 2010.
- Kotler Philip., Marketing Management, PHI Pvt Ltd., New Delhi, 2009
- Ashish Bhatt (2014), “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat”, Journal of Marketing Management, Vol. 2(2) pp. 29-56.
- www.arno.unimass.nl/show.cgi?fid:2720
- www.ibimapublishing.com
- www.lenskart.com

