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Role Of AI [Artificial Intelligence] In Personalized Marketing In Lenskart

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Abstract

Artificial Intelligence (AI) has revolutionized various sectors, with personalized marketing being one of its most impactful applications in the retail industry. This paper explores the role of Artificial Intelligence (AI) in enhancing personalized marketing strategies at Lenskart, a leading eyewear retailer. With the rise of digital transformation, Lenskart leverages AI to provide tailored customer experiences through data-driven insights. Primary and Secondary data was used for this study. The response were collected from 120 respondents through questionnaire Method. Percentage Analysis, Chi-Square and Anova used to analyse the data. The study highlights the application of AI in understanding customer behavior, segmenting audiences, and predicting preferences. Key technologies include recommendation engines, virtual try-on features, dynamic pricing, and predictive analytics for upselling and cross-selling. Furthermore, AI optimizes Lenskart's marketing automation, enabling personalized email campaigns, SMS offers, and social media advertisements. The paper also discusses the impact on customer engagement, conversion rates, and brand loyalty.

Keywords :Artificial Intelligence , Marketing , Lenskart

INTRODUCTION TO THE STUDY:

AI plays a transformative role in personalized marketing for brands like LensKart, a leading eyewear retailer. By harnessing the power of artificial intelligence, LensKart can tailor its marketing strategies to the unique preferences, behaviors, and needs of individual customers. Here's how AI enhances personalized marketing for LensKart. Customer Segmentation and Insights: AI analyzes vast amounts of customer data—such as browsing history, purchase behavior, and demographic information—to create more accurate customer segments. This allows LensKart to send targeted messages and offers that resonate with each segment. Product Recommendations. AI-driven algorithms use machine learning to predict and recommend eyewear styles, colors,

and frames that a customer is likely to purchase based on their past behavior, preferences, and even visual preferences (e.g., frame shapes or lens types). Chatbots and Customer Support. AI-driven chatbots provide real-time personalized assistance, helping customers find products that meet their specific needs, answer questions, or guide them through the purchasing process—24/7. By integrating AI into its marketing strategy, LensKart can foster deeper customer relationships, drive higher sales, and enhance customer loyalty through a personalized, seamless shopping experience.

OBJECTIVES OF THE STUDY :

- To identify AI technologies and tools in lenskart.
- To examine how lenskart market performance.
- To analyze the impact of AI lenskart marketing performance.

STATEMENT OF THE PROBLEM:

In the rapidly evolving e-commerce and retail industry, personalization has emerged as a key strategy to enhance customer engagement and drive sales. For companies like Lenskart, a leading eyewear retailer, delivering personalized marketing experiences is essential to meet the diverse needs of their customers. However, effectively implementing personalized marketing at scale remains a significant challenge. While data analytics and customer segmentation have been leveraged to some extent, Lenskart faces difficulties in using advanced Artificial Intelligence (AI) technologies to personalize content, product recommendations, and communication across a wide range of customer demographics.

REVIEW OF LITERATURE:

- Artificial Intelligence As stated by Rajeswari & Nazim (2019). Computer programs that mimic human mental processes, including cognition and emotion, are referred to as artificial intelligence. Experts have worked very hard in recent decades to advance AI principles, and the technology has advanced remarkably. Significant advancements have resulted from this effort, particularly in the fields of big data analytics and machine learning application in diverse industries and situations. The phrase "artificial intelligence" frequently conjures images of mechanized robots working for people, probably because of representations in television series and films where robots play a major role in human-machine interactions. But it's crucial to realize that artificial intelligence refers to any device that mimics human thought processes, with a focus on ongoing learning and problem-solving.
- Hilary Mason and DJ Patil in their 2015 book "Data-Driven: Creating a Data Culture" emphasize the importance of AI in data analysis and insight generation. Leading data scientists Mason and Patil show how AI-powered algorithms excel at extracting practical insights that give marketers a greater understanding of consumer behavior, market trends, and competition. It is believed that increasing the precision and effectiveness of marketing strategies requires this data-driven approach. In "Personalized Digital Advertising: How Data and Technology Are Transforming How We Market" (2016), Diaz Nesamoney and Anush Pichai examine the significance of customization in AI-enabled marketing. They argue that businesses may create highly personalized experiences by analyzing each client using machine learning algorithms.

- Machines are adept at identifying themes and concepts in a variety of data sources, deciphering human interactions and emotions, and producing appropriate solutions for customers. They are adept at anticipating customer behavior and use this insight to tackle upcoming obstacles. Marketers can expect a deeper impact from AI in the years to come, including more sophisticated content delivery, intelligent searches, more intelligent advertising, reliance on bots, continuous learning, preventative measures against fraud and data breaches, sentiment analysis, image and voice recognition, sales forecasting, language comprehension, predictive customer service, and customer segmentation, among other things. The purpose of this study is to investigate how marketers and AI systems will interact in the future.
- The use of AI in chatbots and virtual assistants is examined by Peter J. Bentley in "Digital Biology: How Nature Is Transforming Our Technology and Our Lives" (2003). Bentley highlights how artificial intelligence (AI)-driven automated systems with natural language processing may revolutionize client relations by offering prompt responses. According to Bentley, the efficacy and efficiency of AI in these applications not only improve customer service but also generate leads by gathering useful client data. Brent Adamson, co-author of "The Challenger Sale" (2011) from Gartner, predicts upcoming developments and ramifications in the fields of marketing and artificial intelligence. Key areas that may influence the future course include emerging technology, ethical issues, and the application of AI in various marketing techniques.

ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS:

FACTORS	CATEGORIES	NO OF RESPONDENTS	PERCENTAGE
ROLE	Student	104	86.7%
	working	16	13.3%
	Others	NIL	0%
AGE GROUP	18 - 24	98	81.7%
	25 -34	16	13.3%

	Above 40	6	5%
TYPES OF EYEWEAR USES	Perspective Glasses	50	41.7%%
	Sunglasses	40	33.3%
	Contact Glasses	30	25%
HOW OFTEN DO YOU BUY NEW EYEWEARS	Regularly	38	31.7%
	Every 6 months	36	30%
	As needed	42	35%
TYPICALLY SHOP FOR EYEWEAR	Online	20	16.6%
	In stores	60	50%
	Both	40	33.3%
PRIORITIZE SELECTING EYEWEAR	Price	50	42.5%
	Style/ design	52	44.1%

	Brand	16	13.3%
MOTIVATE PURCHASE EYEWEAR	Discount / promotion	48	40%
	Convenient online shopping	64	53.3%
	Wide selection products	8	6.7%
TYPES OF INFORMATION LIKE TO RECIEVE FROM LENS KART PERSONALISED MARKETING	New product launch	44	36.7%
	Special discount / offers	50	41.7%
	Style on guide on preference	26	21.7%
ADDITIONAL AI FEATURES SHOPPING EXPERIENCE	Virtual try on eyewear	38	31.7%
	AI powered Style on reccomendation	52	43.35%

	AI chat for suggestion support	30	25%
PRIMARY REASON TO PURCHASE GLASSES	Vision correction	42	35%
	Fashion accessories	34	28.3%
	Both	44	36.7%
REQUIRED LENS FEATURES	Anti glare /Anti reflection	30	25%
	Blue light reflecting	58	48.3%
	Transition (photochromic) lenses	32	26.6%
BUDGET RANGE EYEWEAR	Below Rs1 000	34	28.3%
	Rs 1000 - Rs 3000	62	51.7%
	Above Rs 5000	24	20%
FRAME PREFERENCE	Full - Rim	32	26.7%

	Half - Rim	52	43.3%
	Rimless	36	30%
WOULD YOU LIKE TO RECIEVE UPDATE OF OFFERS EYEWEAR	Yes, i'd love personalised recommendation and offer	48	40%
	No i only want to receive updates related to the query	46	38.3%
	No i'm not interested	26	21.7%

INTERPRETATION

The survey finds that 86.7% of respondents are students and that 81.7% of them belong to the 18-24 years age group. This would mean that fashion trends in spectacles and spectacle buying are very much driven by young consumers. In terms of spectacle usage, prescription glasses at 41.7% top the list followed by sunglasses (33.3%) and contact lenses (25%). Purchasing frequency varies, with 31.7% buying regularly, 30% every six months, and 35% purchasing as needed. While half (50%) of the respondents prefer in-store shopping, a notable portion (33.3%) shops both online and offline, showing an openness to digital platforms.

Key factors influencing eyewear purchases include style/design (44.1%) and price (42.5%), while brand preference (13.3%) plays a lesser role. Convenience in web shopping (53.3%) is the greatest purchase motivator, followed by promotions and discounts (40%), while 6.7% value a variety of products. In terms of personalized marketing, the majority (41.7%) would like to receive discount and offer updates, while others want to receive information on new product launches (36.7%) and style guides (21.7%). Technology-driven shopping options like style suggestions (43.35%) and try-ons (31.7%) are strongly popular, indicating a preference for tech-enhanced shopping experiences.

CHI-SQUARE TESTS

H₀: There is no Relationship between age and AI powered features in lenskart

H₁: There is a Relationship between age and AI powered features in lenskart

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.370a	12	.018
Likelihood Ratio	30.109	12	.003
Linear-by-Linear Association	8.943	1	.003
N of Valid Cases	73		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .86.

Since the p-value (0.018) is less than the common significance level (0.05), we reject the null hypothesis. This indicates that there is a statistically significant relationship between age and AI powered features in lenskart.

REGRESSION :

H₀: There is a relationship between Age and Impact of AI in Lenskart

H₁: There is no relationship between Age and Impact of AI in Lenskart

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.420	1	.420	1.869	.177 ^b
Residual	13.468	60	.224		
Total	13.887	61			

The p-value (0.177) is greater than the standard significance level (usually 0.05). Therefore, we fail to reject the null hypothesis (H0). Hence there is a relationship between Age and Impact of AI in Lenskart.

Findings:

Findings from Percentage Analysis.

- Majority 86% of the respondents are Students.
- The highest number of respondents belong to the 18-24 years category.
- 41.7% Of respondents uses Prescription glasses.
- 35% respondents buy new eyewear as needed.
- Shopping Preference: In-store shopping (50%) is the most preferred.
- Style/design (44.1%) is the top factor when choosing eyewear.
- Marketing Content Preference: Special discounts and offers (41.7%) are the most preferred updates from Lenskart.
- The majority prefer AI-powered style recommendations (43.35%).
- Most respondents prefer eyewear in the Rs 1,000 - Rs 3,000 range (51.7%).
- Since the p-value (0.018) is less than the common significance level (0.05), we reject the null hypothesis. This indicates that there is a statistically significant relationship between age and AI powered features in lenskart.
- The p-value (0.177) is greater than the standard significance level (usually 0.05). Therefore, we fail to reject the null hypothesis (H0). Hence there is a relationship between Age and Impact of AI in Lenskart.

Suggestion :

- 1) Suggest to deep learning models to improve the accuracy of product recommendations.
- 2) Invest further in AI-powered augmented reality (AR) tools to enable customers to virtually try on eyewear before purchasing.
- 3) Use AI algorithms to offer personalized dynamic pricing based on a customer's profile, location, purchase history, and demand trends.
- 4) Leverage AI-powered sentiment analysis tools to analyze customer feedback, reviews, and social media posts.

CONCLUSION :

Artificial Intelligence (AI) plays a transformative role in personalizing marketing efforts at Lenskart, helping the company create a more tailored and engaging customer experience. By harnessing AI technologies like machine learning, predictive analytics, and natural language processing, Lenskart is able to analyze vast amounts of consumer data to gain deep insights into customer preferences, behavior, and needs. This allows the company to deliver hyper-targeted product recommendations, personalized promotions, and individualized communication that resonates with each customer.

AI not only enhances the customer journey through personalized experiences, but it also drives business outcomes by improving conversion rates, customer retention, and overall brand loyalty. Features like virtual try-ons, personalized email campaigns, and dynamic pricing models further elevate the shopping experience, making it more intuitive and relevant.

However, as AI continues to shape personalized marketing, Lenskart must also prioritize ethical considerations around data privacy and transparency to build and maintain trust with customers. In the long run, AI's evolving capabilities will continue to redefine how businesses engage with their customers, positioning Lenskart to remain at the forefront of innovative and customer-centric marketing strategies. Ultimately, AI-driven personalization will not only enhance Lenskart's marketing efforts but also contribute to sustained growth and success in the competitive eyewear industry.

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