



Brand Synergy In Tech-Fashion Collaborations: Analyzing Ray-Ban And Meta's Strategy In The Indian Market

¹Shree Vinu P Menon

¹MBA Student

¹Core Marketing,

¹CMS B-School, Bengaluru, India

Abstract: This study analyses brand synergy in the Ray-Ban and Meta collaboration in India, examining its impact on consumer awareness and purchase intention. Findings show strong brand appeal but limited tech awareness, high pricing, and privacy concerns hinder adoption, highlighting the need for better education, transparency, and competitive pricing strategies.

Index Terms - Brand Synergy, Wearable Technology, Smart Eyewear, Consumer Behaviour, Purchase Intention, Perceived Value, Privacy Concerns, Pricing Strategy, Tech-Fashion Integration

I. INTRODUCTION

In recent years, the convergence of industries has led to innovative collaborations, particularly between technology and fashion. Wearable technology has evolved beyond smartwatches and fitness bands, with smart eyewear emerging as a new frontier. A notable example is the collaboration between Ray-Ban and Meta, combining fashion aesthetics with advanced technological features such as hands-free media capture, audio integration, and connectivity.

This partnership reflects brand synergy, leveraging Ray-Ban's strong brand identity and Meta's technological expertise. While such products have gained traction globally, their acceptance in emerging markets like India remains uncertain. India presents a unique market characterised by a young, tech-savvy population alongside high price sensitivity, making consumer adoption dependent on perceived value.

The study aims to analyse consumer perception and purchase intention toward Meta smart sunglasses in India, focusing on factors such as brand awareness, perceived value, pricing sensitivity, and privacy concerns. Primary data was collected from 100 respondents, mainly from urban and younger demographics, supported by a qualitative interview with a retail store manager to gain practical insights.

Findings indicate that while Ray-Ban's brand equity generates initial interest, awareness of Meta's technological features remains limited. High pricing and privacy concerns, especially regarding cameras and data usage, act as major barriers. Despite this, consumers perceive the product as innovative, indicating potential for growth with better awareness and pricing strategies.

The convergence of technology and fashion has led to the emergence of tech-fashion wearables, with the Ray-Ban and Meta collaboration being a key example. These smart glasses combine style with

advanced features like AI, audio integration, and hands-free capture. However, their adoption in India remains limited.

The Indian market is highly price-sensitive and value-driven, where consumers evaluate products based on affordability and practical utility. Although awareness and interest in smart glasses are moderately high, this does not translate into purchase intention. High pricing, privacy concerns related to cameras and data usage, and limited understanding of product benefits act as major barriers.

Despite strong brand equity and innovation appeal, the product is often perceived as non-essential. Retail insights further confirm that curiosity exists, but final purchase decisions are influenced by concerns over cost, usability, and trust.

This study examines the gap between brand synergy and consumer adoption, focusing on factors such as brand awareness, pricing perception, privacy concerns, and perceived usefulness. It aims to identify key barriers and provide insights to improve adoption of tech-fashion wearables in India.

II. REVIEW OF LITERATURE

The convergence of technology and fashion has led to the emergence of smart wearables, with smart glasses representing an advanced stage of this evolution. Prior studies show that adoption of wearable technology is influenced by factors such as perceived usefulness, ease of use, design, and perceived risk. Research highlights that consumers evaluate smart glasses not only for functionality but also for aesthetics, comfort, and identity value, as these devices are publicly worn and socially visible.

Brand equity and social influence further shape consumer perception, as strong brands reduce uncertainty and enhance trust. However, awareness plays a critical role, with limited understanding of product features leading to hesitation. Past studies, including those on early smart glasses, also indicate that social acceptance and stigma can impact adoption.

Privacy concerns emerge as a major barrier, particularly due to cameras and recording capabilities, raising issues of surveillance and ethical usage. Pricing is another significant challenge, especially in emerging markets where consumers are highly value-conscious. Many perceive smart glasses as innovative but non-essential, reducing purchase intention.

Research on tech-fashion collaborations suggests that brand synergy can enhance appeal, but success depends on addressing concerns related to privacy, pricing, awareness, and usability. Despite growing global interest, there is limited research focused on the Indian market, highlighting a gap that this study aims to address.

III. RESEARCH METHODOLOGY

This study examines consumer perception of tech-fashion collaborations in India, focusing on Ray-Ban and Meta smart glasses. It analyses key factors such as brand awareness, perceived usefulness, pricing perception, privacy concerns, and brand synergy, and their impact on purchase intention. The research is limited to urban, young consumers, including students and working professionals, who represent early adopters of wearable technology.

A descriptive research design was adopted using primary data collected through a structured questionnaire, with 100 valid responses gathered via convenience sampling. The questionnaire included closed-ended and Likert scale questions to measure awareness, attitudes, and buying behaviour. Additionally, a qualitative interview with a retail store manager provided practical insights into customer reactions, concerns, and challenges in promoting the product. A short personal usage experience further supported real-world understanding.

The study proposes hypotheses linking awareness, pricing, privacy concerns, perceived usefulness, and brand synergy with purchase intention. Purchase intention is the dependent variable, while the others act as independent variables.

Findings aim to identify key barriers such as high pricing, privacy concerns, and limited awareness, while highlighting the role of brand synergy in shaping consumer trust and adoption of smart wearables in the Indian market.

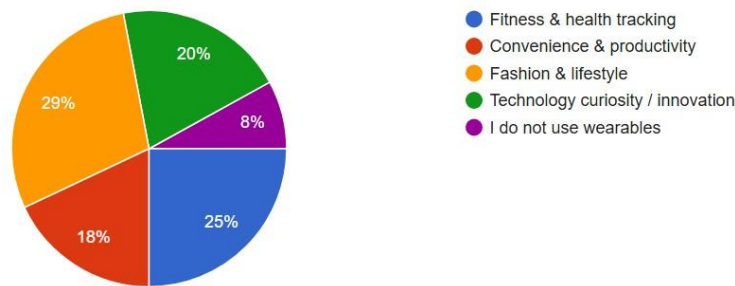
IV. DATA ANALYSIS AND INTERPRETATION

The study used both descriptive and inferential techniques to analyse 100 responses collected through a structured questionnaire. After data cleaning in Excel, descriptive tools such as percentages, frequency distributions, and charts were used to identify trends in awareness, pricing perception, and purchase intention. Inferential methods, including correlation, t-tests, ANOVA, and regression analysis, were applied to examine relationships between variables and differences across demographic groups such as age and location.

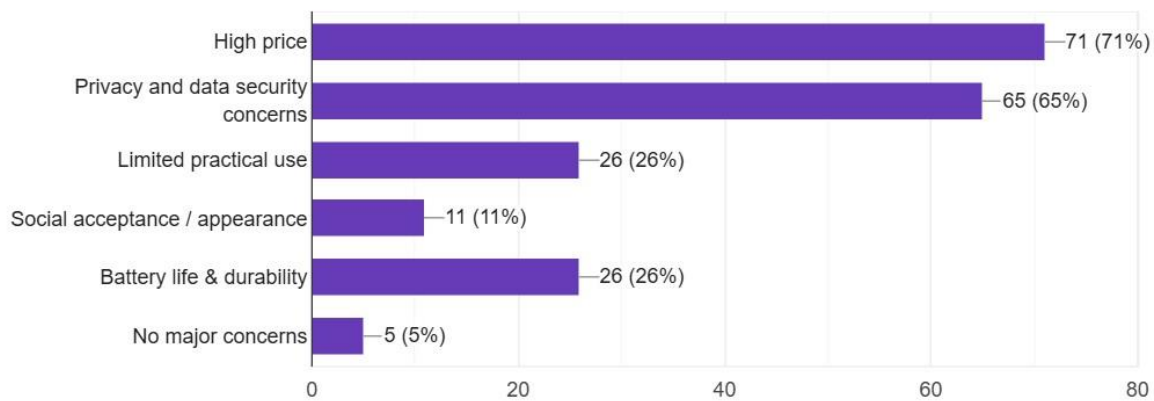
Hypothesis testing was conducted to assess the impact of brand awareness, pricing perception, privacy concerns, perceived usefulness, and brand synergy on purchase intention. Null and alternative hypotheses were framed for each variable, and a significance level of 0.05 was used for decision-making.

Likert scale responses were analysed using mean scores to measure attitudes. Additionally, qualitative insights from a store manager interview supported the findings, providing a comprehensive understanding of consumer behaviour and market trends.

100 responses



100 responses



Survey results show 71% cite high price and 65% raise privacy concerns as major barriers. Practical limitations and battery issues each affect 26%, while 11% worry about social acceptance. Only 5% report no concerns, highlighting cost and security as dominant challenges shaping wearable technology adoption.

T-test Two-Sample Assumed Equal Variances:

- Males (n = 100): Mean purchase intention = 1.37, SD \approx 0.49 \rightarrow Mostly Very Unlikely / Unlikely.
- Females (n = 100): Mean purchase intention = 2.87, SD \approx 0.98 \rightarrow Around Neutral to Likely.
- Scale: 1 = Very Unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Very Likely.

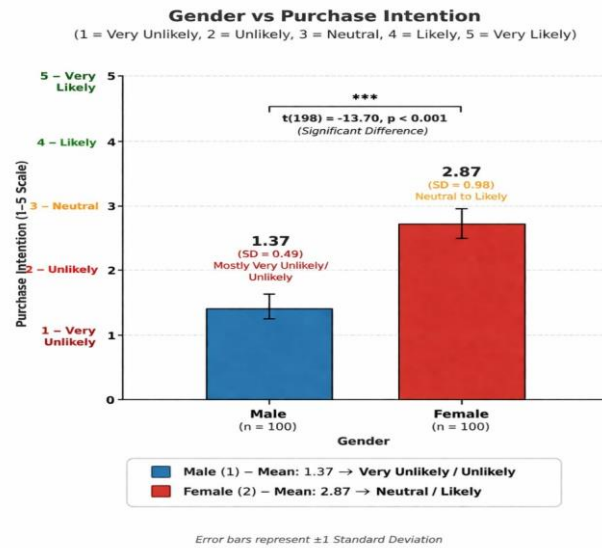
Inferential Statistics (t-test)

- t Stat = -13.703, df = 198
- p-value (two-tailed) = $1.69 \times 10^{-30} < 0.001$
- t Critical (two-tail) = 1.972

t-Test: Two-Sample Assuming Equal Variances

	Gender	Purchase intention
Mean	1.37	2.88
Variance	0.235455	0.955151515
Observations	100	100
Pooled Variance	0.595303	
Hypothesized Mean Difference	0	
df	198	
t Stat		
P(T<=t) one-tail		
t Critical one-tail		
P(T<=t) two-tail		
t Critical two-tail		

Interpretation: $|t \text{ Stat}| > t \text{ Critical}$ and $p\text{-value} < 0.001 \rightarrow$ **Reject the null hypothesis.** This means the difference in purchase intention between males and females is statistically significant.



“A two-sample t-test assuming equal variances was conducted to compare purchase intentions between male and female respondents. Results indicated a significant difference in mean purchase intention ($t(198) = -13.70, p < 0.001$). Females ($M = 2.87, SD = 0.98$) demonstrated higher purchase intention compared to males ($M = 1.37, SD = 0.49$). These findings suggest that gender is a significant factor influencing purchase intention, with females showing a greater likelihood to purchase.”

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.356532
R Square	0.127115
Adjusted R-Square	0.090362
Standard Error	0.935806
Observations	100

The regression model analyses how familiarity, awareness, confidence in collaboration, and brand reputation influence purchase intention. The R value (0.3565) shows a moderate relationship, while R² (0.127) indicates that only 12.7% of purchase intention is explained by these variables. This means other factors also play a major role.

ANOVA:

The ANOVA result shows $p = 0.011 (< 0.05)$, meaning the overall model is statistically significant. Hence, the variables together have a meaningful impact on purchase intention

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	12.11534	3.028836	3.458628967	0.011038315
Residual	95	83.19466	0.875733		
Total	99	95.31			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95% Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<i>Intercept</i>		0.601686696	3.661796606			1.00875518	
<i>Familiarity of the product</i>	2.203254302	0.073268792	0.148150505	0.49455648	0.622054991 - 0.220847146	1.008755185	3.397753419
<i>Awareness</i>	0.277608875	0.135818343	2.043971883	0.04372422	0.007975373	0.547242377	0.00797537
<i>Confidence in collaboration</i>	-0.216920572	0.154189081	-1.406847815	0.162735598	-0.5230246	0.089183456	-0.5230246
<i>Brand reputation</i>	0.090865258	0.149966526	0.6059036	0.546023732	-0.206855939	0.388586455	-0.2068559

- Awareness ($p = 0.0437$) → Significant positive effect (key driver)
- Familiarity ($p = 0.622$) → Not significant
- Confidence in collaboration ($p = 0.162$) → Not significant
- Brand reputation ($p = 0.546$) → Not significant

Awareness has the strongest positive influence on purchase intention, indicating that higher awareness significantly increases the likelihood of purchase. In contrast, familiarity and brand reputation exhibit only minor positive effects, suggesting a limited role in driving consumer decisions. Meanwhile, confidence in collaboration shows a negative relationship, but its impact is statistically insignificant and does not meaningfully affect purchase intention.

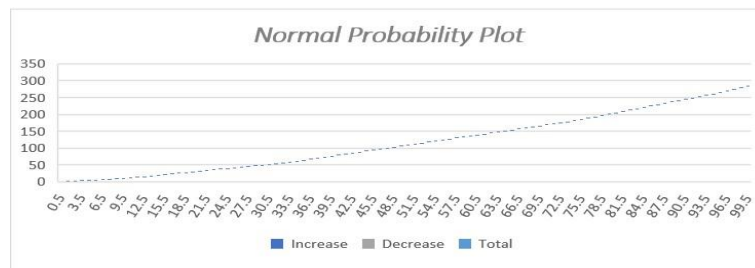


Fig 5

The normal probability plot shows residuals closely follow a straight line, indicating normal distribution and validating the regression model assumptions.

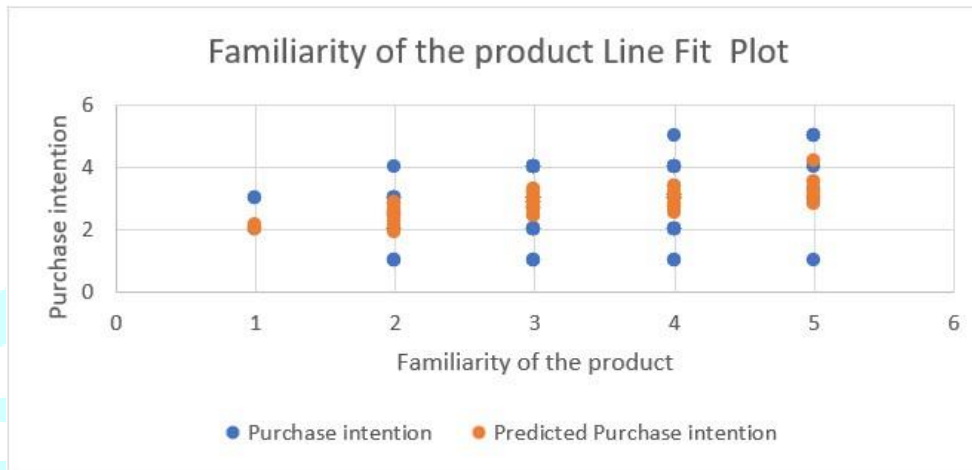


Fig 6

The plot shows a weak positive relationship (coefficient = 0.073), with widely scattered values indicating low predictive accuracy and an insignificant impact on purchase intention (p = 0.622).



Fig 7

The chart demonstrates a significant positive relationship (coefficient = 0.277, p = 0.043), with predicted values closely aligning with actual responses, indicating strong influence on purchase intention.

Fig 8

The plot indicates a negative but insignificant relationship (coefficient = -0.216, p = 0.162), with poor alignment between predicted and actual values, suggesting minimal impact on purchase intention.

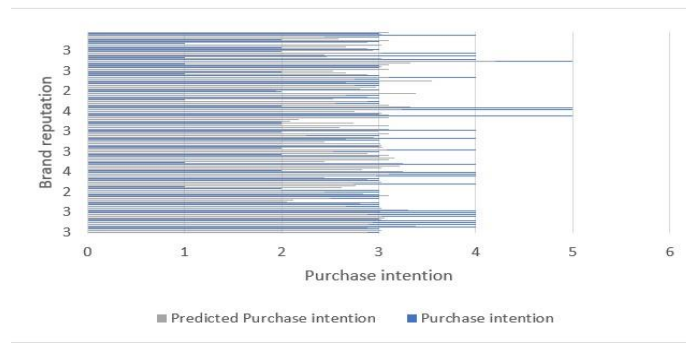


Fig 9

The chart reflects a weak positive relationship (coefficient = 0.090, $p = 0.546$), with high variability, indicating that brand reputation does not significantly influence purchase intention.

One-to-One Interview

To support the quantitative findings, a qualitative one-to-one interview was conducted with a retail expert to understand real-time consumer behaviour and sales challenges. The interview was held with Darshan, Floor Manager at Tata Eye+ Malleswaram, on 10-03-2026.

The findings indicate that customers generally have basic awareness of Ray-Ban Meta smart glasses, largely driven by brand recognition and digital promotions. However, detailed understanding of features such as app integration and camera functionality often requires in-store explanation.

Customer purchase decisions are primarily influenced by brand reputation and perceived product quality. Ray-Ban's strong brand equity builds trust and reduces hesitation, positioning the product as a premium offering.

The key sales challenge identified is educating customers about the product's technological features and usage. Selling smart glasses requires demonstrations and explanation, making the process more effort-intensive than traditional eyewear, though customers show positive responses after proper guidance.

V. FINDINGS AND RECOMMENDATION

The study finds that while Ray-Ban Meta smart glasses benefit from strong brand recognition and awareness, purchase intention remains moderate due to high pricing, limited feature understanding, and privacy concerns. Awareness emerged as the only significant predictor, while regression results ($R^2 = 0.127$) indicate other factors like perceived value and income also influence decisions. Qualitative insights reveal customers view the product more as a fashion accessory than a tech device, with sales challenges in explaining functionality.

The findings support theories such as AIDA and TAM, highlighting the importance of awareness, usability, and perceived value in adoption. However, brand equity acts more as a supporting factor than a direct driver.

Limitations include a small sample size, response bias, and limited qualitative scope.

The study concludes that improved pricing, awareness, and customer education are essential for adoption. Future research should expand variables, sample diversity, and focus on actual buying behaviour.

VI. REFERENCES

1. Ajzen, I. (1991). The theory of planned behaviour. *Organisational Behaviour and Human Decision Processes*, 50(2), 179–211.
2. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
3. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
4. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behaviour* (12th ed.). Pearson.
5. Malhotra, N. K. (2010). *Marketing research: An applied orientation* (6th ed.). Pearson Education.
6. Solomon, M. R. (2020). *Consumer behaviour: Buying, having, and being* (13th ed.). Pearson.
7. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
8. Armstrong, G., & Kotler, P. (2020). *Principles of marketing* (17th ed.). Pearson.

