

# A Study on Awareness About Lenskart Among The Youngster with Special Reference to Coimbatore City

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## Abstract

Brand awareness plays a vital role in influencing consumer purchasing decisions, especially among youngsters who are highly exposed to digital media and modern marketing techniques. The eyewear industry in India has witnessed significant growth, and Lenskart has emerged as a leading brand by offering affordable, stylish, and technology-driven eyewear solutions. It understands how youngsters become aware of Lenskart, the factors influencing their awareness, and their overall perception of the brand. Primary data for the study is collected through structured questionnaires administered to youngsters, while secondary data is obtained from company websites, journals, and related research articles. Simple statistical tools such as percentages and charts are used for data analysis. The findings of the study help in identifying the effectiveness of Lenskart's promotional strategies, including social media marketing, online advertisements, and word-of-mouth communication. The study concludes that high brand visibility, digital presence, and customer-friendly services have significantly contributed to Lenskart's awareness among youngsters. The results of this study will be useful for marketers and researchers in understanding youth consumer behavior and improving brand communication strategies.

**Keywords:** Brand Awareness, Lenskart, Youngsters, Consumer Perception, Digital Marketing, Purchasing Decision

## INTRODUCTION

Consumer awareness plays a crucial role in shaping purchasing decisions, especially among youngsters. Young consumers are highly influenced by brand image, digital marketing, social media presence, peer recommendations, and convenience of services. Among various retail sectors, the eyewear industry has experienced significant growth due to increasing screen usage, lifestyle changes, and rising awareness of eye health. In this competitive market, Lenskart has emerged as one of the leading eyewear brands in India, known for its innovative business model and strong online-offline presence.

Lenskart was founded with the objective of making quality eyewear affordable and accessible to all. The brand offers a wide range of products including eyeglasses, sunglasses, contact lenses, and eye-care services. With features such as home eye check-ups, virtual try-on technology, attractive pricing, and exclusive student offers, Lenskart has gained popularity among youngsters. Its effective use of digital platforms such as social media, mobile applications, and influencer marketing has further strengthened brand awareness among the

youth population. Youngsters, particularly students and early working professionals, form a significant customer segment for Lenskart. Their awareness about the brand is influenced by factors such as advertisements, social media campaigns, word-of-mouth, brand ambassadors, and personal experience with the products and services. Understanding the level of awareness among youngsters helps in evaluating the effectiveness of Lenskart's marketing strategies and identifying areas for improvement.

## STATEMENT OF THE PROBLEM

In recent years, the Indian eyewear market has grown rapidly, with brands like Lenskart attracting customers through innovative online and offline services. Youngsters form a major consumer segment due to increased digital exposure, lifestyle changes, and rising awareness of eye health. Although Lenskart is popular for its competitive pricing and strong marketing, the actual level of awareness among youngsters regarding its products, services, and brand value is not clearly known. Differences may exist in awareness related to product variety, pricing, quality, online services, and after-sales support. Insufficient awareness can

affect purchasing decisions and brand preference. Therefore, this study aims to assess the level of awareness of Lenskart among youngsters, identify key sources of awareness, and examine gaps between brand promotion and consumer perception to help improve marketing strategies and customer engagement.

### SCOPE OF STUDY

1. To understand and assess the level of awareness of the Lenskart brand among youngsters.
2. The study focuses on identifying youngsters' knowledge about Lenskart's products, services, pricing, and brand features.
3. The research examines the sources through which youngsters become aware of Lenskart, such as social media, advertisements, online platforms, and word-of-mouth.
4. The study also evaluates the perception, preference, and attitude of youngsters toward Lenskart compared to other eyewear brands.
5. The scope of the study includes providing suggestions to improve awareness and strengthen Lenskart's marketing and promotional strategies targeting youngsters.

### OBJECTIVES

1. To study the level of awareness of Lenskart among youngsters.
2. To identify the sources through which youngsters come to know about Lenskart.
3. To analyse youngsters' knowledge about Lenskart's products and services.
4. To examine the perception and attitude of youngsters toward the Lenskart brand.

### RESEARCH METHODOLOGY

#### Research Design

The research design adopted for this study is descriptive research design. This design is suitable as the study aims to analyze the level of awareness about Lenskart among youngsters in Coimbatore. Descriptive research helps in collecting detailed information regarding consumer awareness, preferences, and perceptions without manipulating any variables. The study focuses on understanding awareness levels, sources of information, and factors influencing youngsters' awareness of Lenskart.

#### Area of the Study

The area of the study is confined to Coimbatore city

only. The respondents selected for this study consist exclusively of youngsters residing in Coimbatore city. The findings and conclusions of the study are therefore based solely on the responses collected from this specific geographical area.

**Primary data** - Primary data for the study was collected directly from the respondents through a structured questionnaire. The questionnaire was designed to gather information related to demographic details, awareness level, sources of awareness, usage pattern, and perception towards Lenskart. The respondents consisted of youngsters in Coimbatore, and the data collected was first-hand, making it more reliable and relevant to the study.

**Secondary data** - Secondary data was collected from various published and unpublished sources. These include company websites, journals, research articles, newspapers, books, magazines, and online sources related to Lenskart and consumer awareness studies. Secondary data helped in understanding the background of the study, framing the questionnaire, and supporting the analysis and findings.

#### Sampling Technique and Sample Size

##### Sampling Technique

The study adopted Non-Probability Sampling Technique, specifically

Sample Size: 50 respondents

Respondents were selected from the chosen area of study.

#### 5. Period of study

The period of study was conducted from November 2025 to January 2026.

#### 6. Statistical Tools of the study

- Simple percentage
- Chi-Square

### REVIEW OF LITERATURE

**Rao & Mehta (2025)** The study analyzed consumer perception towards Lenskart products and services among college students. It focused on factors influencing brand awareness and purchase behavior. The findings revealed that affordable

pricing plays a major role in attracting young consumers. Wide product variety was found to enhance customer interest and brand recall. Easy accessibility through online and offline stores increased convenience for customers. Overall, these factors significantly contributed to higher brand awareness among youngsters.

**Nagare & Jadhav (2024)** The study focused on Lenskart’s brand identity and brand image among consumers. It aimed to understand how the brand is perceived by young customers. Findings showed that Lenskart is viewed as a modern and youth-friendly brand.

Strong online presence contributed significantly to brand recognition. Affordable pricing also improved positive brand perception. Overall, the study highlighted high awareness among young consumers.

**Kalsi (2024)** This study analyzed the impact of advertisements on youngsters with reference to Lenskart. It examined how creative advertisements influence awareness and buying behavior. The results indicated that attractive and innovative

advertisements improve brand visibility. Frequent exposure to advertisements enhanced brand recall among youngsters. The study also found a positive relationship between advertisements and purchase intention. Thus, advertising plays a vital role in building awareness.

**LIMITATIONS**

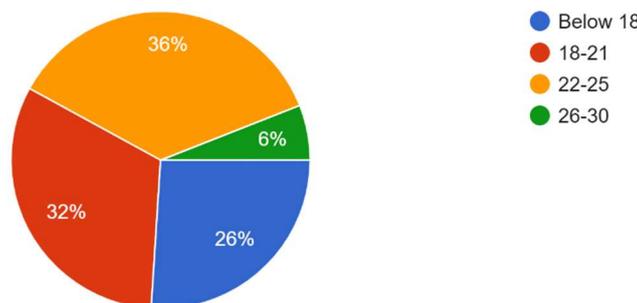
- The study is limited only to youngsters in Coimbatore, so the findings may not be applicable to other regions or age groups.
- The data collected is based on respondents’ personal opinions, which may involve bias or inaccurate responses.
- The study relies mainly on primary data collected through questionnaires, which limits detailed explanations from respondents.
- The sample size is limited, and hence the results may not fully represent the entire population of youngsters.
- Due to time constraints, the study could not cover all factors influencing awareness about Lenskart.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1.1 AGE CATEGORY DISTRIBUTION**

Age Categories Distribution	No. of Responses	Percentage
Below 18	13	26
18-21	16	32
22-25	18	36
26-30	3	6
Total	50	100

**Table 1.2**



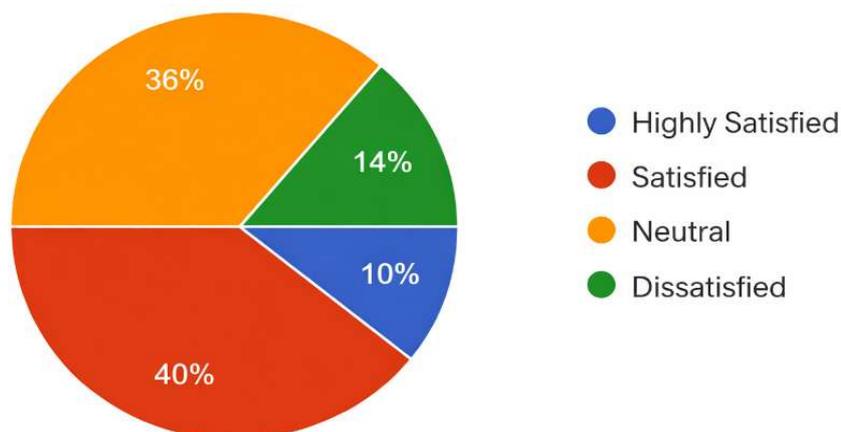
### INTERPRETATION

The chart shows the age-wise distribution of respondents. The majority of respondents belong to the **22–25 years** age group, accounting for **36%**, indicating that most participants are young adults. This is followed by the **18–21 years** group with **32%**, showing strong participation from college-age youth. Respondents **below years** constitute **26%**, reflecting moderate involvement of teenagers. Only **6%** of respondents fall under the **26–30 years** age group, indicating comparatively lower participation from older youth. Overall, the study mainly represents the views of individuals aged **18–25 years**, which is relevant to the study of awareness among youngsters.

**Table 2.1 AWARENESS OF LENSKART**

Awareness of Lenskart	No. of Responses	Percentage
Highly satisfied	5	10
Satisfied	20	40
Neutral	18	36
Dissatisfied	5	10
Total	50	100

**Table 2.2**



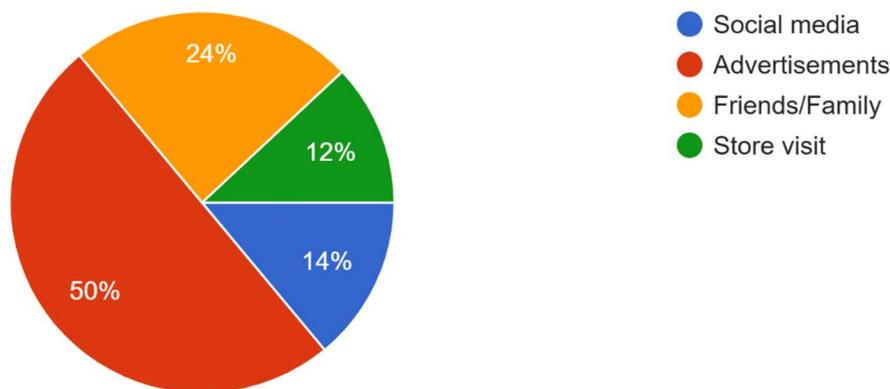
### INTERPRETATION

The chart shows that a majority of respondents are **highly satisfied (40%)** with Lenskart, indicating a strong positive perception among youngsters. This is followed by **36% satisfied**, showing that overall satisfaction levels are high. About **14% of respondents are neutral**, suggesting they neither strongly favor nor oppose the brand. Only **10% are dissatisfied**, which is comparatively low. Overall, the results indicate that youngsters in Coimbatore have a **positive level of satisfaction towards Lenskart**.

**Table 3.1 KNOW ABOUT LENSKART**

Know about Lenskart	No. of Responses	Percentage
Social media	7	14
Advertisements	25	50
Friends / Family	12	24
Store visit	6	12
Total	50	100

**Table 3.2**



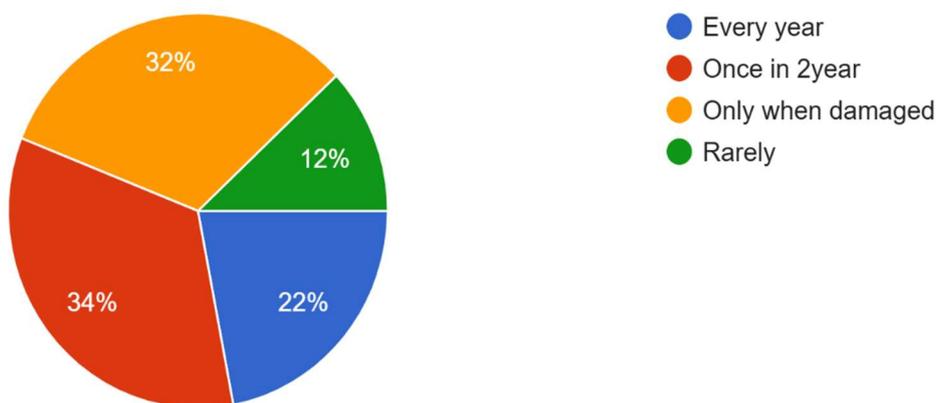
**INTERPRETATION**

The pie chart shows the sources through which respondents became aware of Lenskart. **Advertisements** are the main source of awareness, accounting for **50%** of the responses. This is followed by **friends and family** at **24%**. **Social media** contributes **14%** to awareness, while **store visits** account for the least at **12%**. Overall, advertisements play the most important role in creating awareness among respondents.

**Table 4.1 SPECTACLES / CONTACT LENSES**

Spectacles / Contact	No. of Responses	Percentage
Every year	11	22
Once in 2 year	17	34
Only when damaged	16	32
Rarely	6	12
Total	50	100

**Table 4.2**



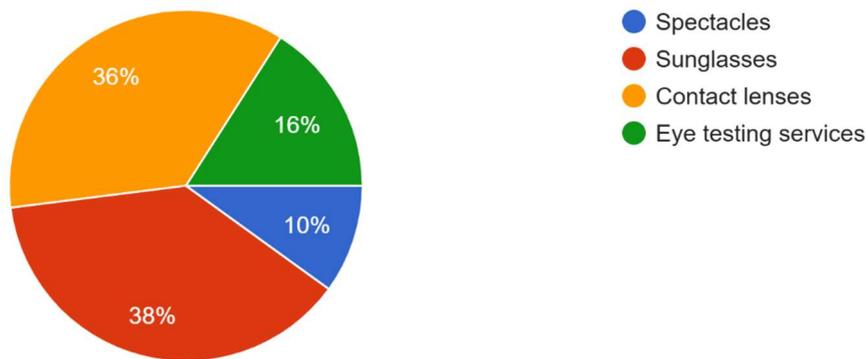
**INTERPRETATION**

The pie chart shows how often respondents replace or purchase eyewear. Most respondents replace their eyewear **once in two years (34%)**. This is followed by those who replace eyewear **only when it is damaged (32%)**. **22%** of respondents replace eyewear **every year**, while **12%** do so **rarely**. Overall, the chart indicates that most respondents replace eyewear based on need rather than on a fixed yearly schedule.

**Table 5.1 LENSKART PRODUCTS AND SERVICES**

Lenskart products	No. of Responses	Percentage
Spectacles	5	10
Sunglasses	19	38
Contact lenses	18	36
Eye testing services	8	16
Total	50	100

**Table 5.2**



**Interpretation**

The pie chart shows the types of products and services preferred by respondents. **Sunglasses** are the most preferred item at **38%**, followed closely by **contact lenses** at **36%**. **Eye testing services** account for **16%**, while **spectacles** are preferred by **10%** of the respondents. Overall, the chart indicates that respondents show higher interest in sunglasses and contact lenses compared to other offerings.

**CHI – SQUARE TEST**

**Relationship between Gender and Awareness of Lenskart**

**Observed values**

**Table 6.1 Chi – square**

Level of awareness	Frequently	Occasionally	Never	Total
Highly aware	40	20	5	65
Moderately aware	20	25	5	45
Low awareness	5	10	10	25
Total	65	50	20	135

Calculated Value ( $\chi^2$ )	Table Value ( $\chi^2$ )	Degrees of Freedom (df)	Level of significance	Null Hypothesis	Result
1.33	3.841	1	5%	Accepted	Not Significant

**INTERPRETATION**

The chi-square test is used to determine whether there is a significant relationship between **gender and awareness of Lenskart** among youngsters. The calculated chi-square value (1.33) is less than the table value (3.841) at a 5% level of significance with 1 degree of freedom. Hence, the null hypothesis is accepted. This indicates that there is **no significant relationship between gender and awareness of Lenskart**, meaning both male and female youngsters are similarly aware of the brand.

## FINDINGS

The study indicates that a majority of youngsters are aware of Lenskart and recognize it as a convenient and modern online eyewear brand. Social media platforms, online advertisements, and word-of-mouth are the main sources through which they learn about Lenskart. Most youngsters consider Lenskart affordable and appreciate features such as home try-on and attractive discounts. Trendy and stylish eyewear is preferred over basic designs, and online reviews or influencer recommendations strongly influence their buying decisions. However, some hesitations remain, particularly regarding the fit of glasses, prescription accuracy, and authenticity when purchasing online.

## CONCLUSION

The study concludes that Lenskart has successfully created strong awareness among youngsters, largely due to its digital presence, convenience, and affordable pricing. Young consumers are attracted to trendy designs, online reviews, and features like home try-on, which influence their purchase decisions. While awareness and interest are high, some concerns regarding fit, prescription accuracy, and authenticity still exist.

Addressing these concerns and promoting in-store services can further strengthen trust and engagement. Overall, Lenskart is well-positioned to capture the youth segment, and targeted marketing strategies can help expand its reach and maintain a positive brand perception among young consumers.

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