

A Study on Lenskart's Brand Identity, Brand Image, and Brand Personality in Pune City

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Abstract: Inside the eyewear market, this study investigates how consumers view Lenskart's brand identity, personality, and image. An initial sample of Lenskart customers and prospective customers was surveyed quantitatively and qualitatively as part of a mixed-methods technique employed to gather data.

Results show that Lenskart is well known for its creative strategy, providing reasonably priced and easily obtainable eyewear options supported by cutting edge technology including virtual try-on tools and at-home eye examination services. The company is seen as being modern, youthful, and client-focused, and it places a high value on tailored advice and prompt customer support. Though its brand narrative, which highlights the company's goal of offering high-quality eyeglasses with an emphasis on accessibility and affordability, strikes a chord with consumers, Lenskart's visual identity is recognized as contemporary and captivating.

Some customers do, however, have reservations over Lenskart's products' perceived quality in comparison to those of its more expensive rivals. Furthermore, although the company is well-known for its diversity and range, there is room for development in terms of conveying its dedication to excellence and knowledge of eyeglasses.

These results give Lenskart important information about how to improve its competitiveness and brand positioning, highlighting its advantages and addressing customer issues to further develop its identity, personality, and brand image in the eyeglass market..

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