

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..

Keywords: Lenskart

I. INTRODUCTION

The word "brand" refers to a variety of components that work together to influence the target audience and the overall branding strategy of a firm. In order to guarantee that your company uses its branding strategy to generate the most genuine connections, captivating encounters, and significant relationships with its clients, your staff must be well-versed on the distinctions between the most often used branding jargon. Continue reading to learn the distinctions between brand identity, brand image, and brand personality to make sure your branding strategy conveys your company's message and values to clients in a consistent manner.

Brand Identity:

People identify a brand by its identity, which is how it portrays its business. Your brand's identity is shaped by a number of elements, including its name, the colours you use to express your vision, the logo you create to convey your message, and the website you create to engage with consumers.

The visual components of a brand, such as colour, design, and logo, that help consumers recognize and differentiate it are known as its brand identity.

Sales follow a constant brand identity, which is the result of consistent marketing and messaging.

Brand Image:

The way your customers perceive your brand identity is known as its brand image. It is the mental image of your brand that your target audience has, as well as the way they discuss and think about your company with others. As a result, your brand image affects user expectations and determines how your company should react.

Customers purchase what your brand represents when they purchase your good or service. For many reasons, a positive brand image is crucial.

Brand Personality:

The attitudes, feelings, and traits that are connected to your brand are known as its "brand personality," and they are crucial to the relationships and exchanges your firm has with its customers. Brand personality encapsulates how your brand communicates its values and beliefs to your audience through visual cues, communications, and marketing. Every brand has a personality, but brands that put the work into defining their personality have a much better chance of connecting with their target audience. That's why it's essential to define your brand personality early in the brand strategy process and refine it as you go.

Objectives:

To study the distinctive visual identity and create the visual brand that sets Lenskart apart from competitors
To effectively convey their main idea, they have used slogans like "Your specs, your style" and "See what you like."
To be perceived as a trendy and youthful brand they aim to resonate with the younger generation.

II. LITERATURE REVIEW:

R. Singh (2018). "Understanding Lenskart's Brand Identity: A Case Study Analysis."

In conclusion: The study examined Lenskart's brand identity, emphasizing its cost-effectiveness, accessibility, and inventive use of technology. As a result of Lenskart's dedication to changing the eyeglass market, a dynamic and customer-focused brand identity has emerged.

"A Qualitative Investigation into Lenskart's Customer Perception," Sharma, A. (2019).

In conclusion: Positive customer perceptions of Lenskart's product selection, customer service, and online buying experience were discovered through qualitative analysis. The excellent brand image of Lenskart is largely attributed to its emphasis on providing tailored recommendations and prompt customer service.

In 2020, Gupta, S. "The Impact of Lenskart's Marketing Strategies on Brand Personality."

In conclusion, this study looked at how Lenskart's marketing tactics promote the brand's youthful, fashionable, and customer-focused characteristics. Reinforcing its brand personality is largely achieved through Lenskart's creative advertising campaigns and influencer partnerships.

Patel, K. (2021). "Lenskart: A Case Study on Building Brand Loyalty in the Eyewear Industry."

In conclusion: The case study examined Lenskart's methods for fostering community development, loyalty programs, and customer interaction as key points of emphasis. Strong brand loyalty is fostered among Lenskart's customer base by its customer-centric strategy.

M. Jain (2017). "Lenskart's Brand Image in the Digital Age: A Quantitative Analysis."

In conclusion: This study used quantitative analysis to look at Lenskart's brand image in the digital era, emphasizing the company's social media involvement, online presence, and customer reviews. Lenskart's innovative use of technology and positive online reputation contribute to its strong brand image.

III. RESEARCH METHODOLOGY

Class of Respondents to be conducted:

Data from the responders were separated into inclusive Class Intervals.

An inclusive class interval in statistics is a sort of interval in which, in a frequency distribution table, the lower limit of a class does not repeat in the upper limit of the class that comes before it. It is necessary to convert the inclusive class interval into an exclusive class interval before evaluating a frequency distribution. We do this by adding 0.5 to the upper-class limit and subtracting 0.5 from the lower-class limit.

Sample Size:

Sample size indicates the number of units (individuals, households, etc.) selected from the population to participate in the study.

Population of the Study:

The population of the study refers to the entire group or target population that the research aims to understand or make inferences about.

Consumers and store managers of Lenskart.

Sampling Frame:

The sampling frame refers to the specific group or population from which the sample will be drawn. In this study, the sampling frame consists of global users of Lenskart who have either purchased Lenskart products or are aware of them and the store managers.

Consumers who have interacted with Lenskart products and store managers working in lenskart stores.

Unit Sampling Size:

Unit sampling size refers to the number of individual elements included in the sample.

In this study, the unit sampling size for consumers is set at 50 individuals and 5 store managers. These individuals will be selected from the sampling frame to participate in the study.

Consumers: 50 individuals

Store Managers: 5 individuals

Justification of Sampling and Sampling Size:

The justification of sampling and sampling size involves providing reasoning for the selection of the sample size and method to ensure it adequately represents the population while being feasible for data collection and analysis.

The sample size is considered sufficient to capture diverse perspectives among consumers and store managers. Fifty consumers provide a broad representation of Lenskart's customer base, while five store managers offer insights from various locations.

III. RESEARCH DESIGN

Research design refers to the overall plan or strategy for conducting a study to address research objectives. The major research strategy of this study attempts to comprehend and evaluate the marketing tactics for lenskart's brand identity, brand image, and brand personality. We will use both qualitative and quantitative approaches to obtain thorough understanding.

Sources of Data:

Sources of data refer to the origins or locations from which data will be collected for the research study. In the provided information, there are two main sources of data:

Primary Data: Collected through surveys/questionnaires administered to consumers and interviews conducted with store managers of Lenskart.

Secondary Data: Obtained from existing literature, reports, articles, and online sources related to lenskart's brand image, identity and personality.

Tools for Data Analysis:

Tools for data analysis refer to the techniques and methods used to analyze collected data. In this study, quantitative analysis will involve the use of statistical tools such as descriptive statistics and frequency distributions to analyze survey responses and identify patterns in consumer perceptions. Qualitative analysis will involve content analysis to understand consumer perceptions and identify themes related to brand image, identity and personality.

For quantitative data:

Descriptive statistics: Mean, median, mode, standard deviation, etc.

Graphical representation: Bar charts, pie charts, histograms.

Correlation analysis: Examining relationships between variables.

For qualitative data:

Thematic analysis: Identifying recurring themes or patterns in interview responses.

Content analysis: Analyzing textual data to draw meaningful insights.

IV. DATA INTERPRETATION & ANALYSIS

Quantitative Data

Online Survey

A total of 51 individuals took part in an online survey. All of these individuals resided in Pune City and had visited Lenskart at least once. Out of the 51 respondents, 50 of them passed the preliminary check, while one of the respondents was found to be an error.

Thus,

$$\text{Sample size: 51d: 50 Percentage error} = \left| \frac{50-51}{51} \right| * 100\% = 1.96\%$$

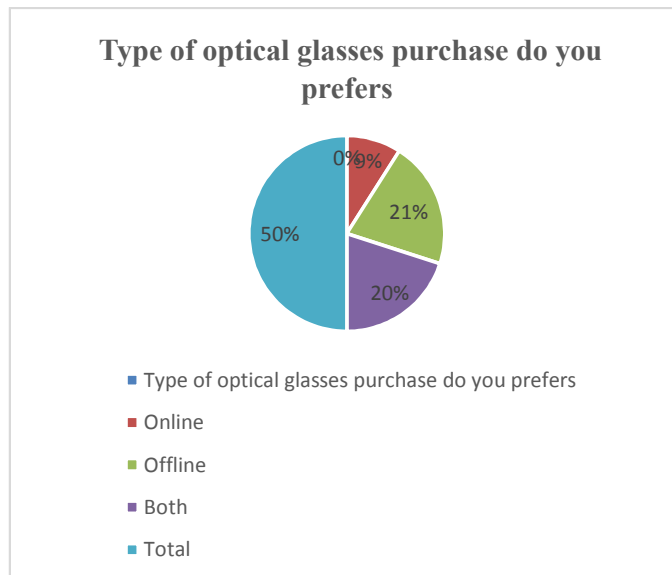
Analysis Of Online Survey

Type of optical glasses purchase do you prefers:

Table:01

Type of optical glasses purchase do you prefers	No of Respondents N= 50	Percentage (%)
Online	09	18
Offline	21	42
Both	20	40
Total	50	100

Chart:01



Interpretation:

In Table 1 and Figure 1, 18% of the respondents prefer online, 42% of the respondents prefer offline shopping method where as 40% of the respondents refer both of the purchase method.

Factors influence you to buy Lenskart

Table: 02

The factors influence you to buy Lenskart	No of Respondents N= 50	Percentage(%)
Price	13	26
Quality	26	52

Offers	09	18
Warranty	04	08
Others	00	00
Total	50	100

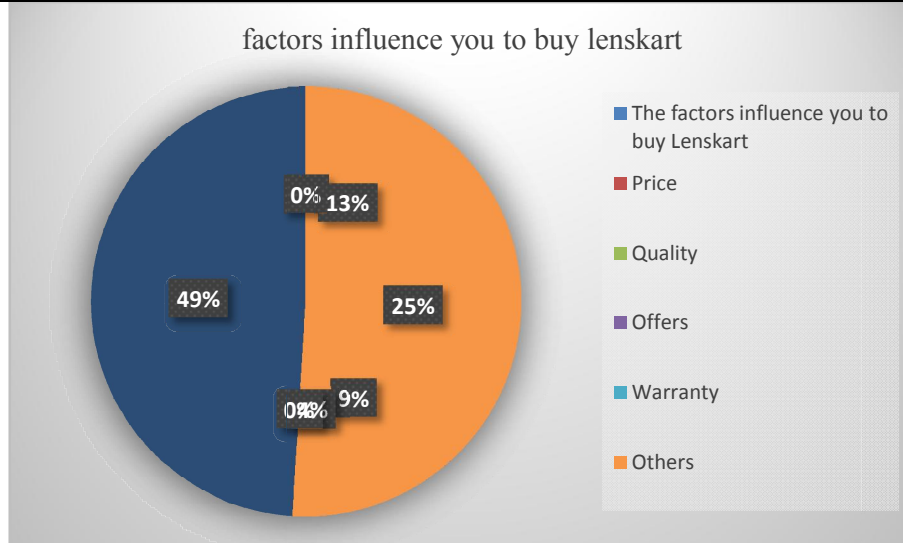


Chart:02

Interpretation:

52% of respondents strongly believe that pricing was the deciding factor in their decision to purchase Lenskart, as seen in Table 2 and Figure 2.

The level of satisfaction about the brand.

Table: 03

The level of satisfaction about the brand.	No of Respondents N= 50	Percentage(%)
Highly satisfied	31	62%
Satisfied	16	32%
Neutral	03	06%
Dissatisfied	00	00%
Highly dissatisfied	00	00%
Total	50	100

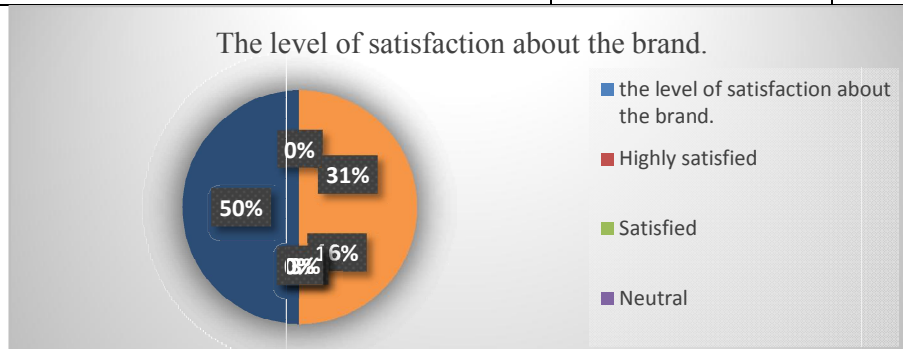


Chart:03

Interpretation:

62% of respondents concur that they are very satisfied with the brand in Table 3 and Figure 3.

V. FINDINGS

Consumer perception of Lenskart is greatly enhanced by its client-centric strategy, which is marked by tailored advice and prompt customer support. In the qualitative focus groups, participants frequently complimented Lenskart on its commitment to accommodating individual needs and preferences, sharing stories of how customized suggestions had enabled them to locate the ideal pair of glasses. 24% of the respondents agreed that they will check durability and fashion/ before purchasing new glasses from Lenskart. 42% of the respondents prefer offline shopping method. 48% of the respondents strongly agree that they are satisfied with features of Lenskart. 56 % of the respondents strongly agree that lenses and frames will fit as per their taste. 52 % of the respondents strongly agree that price was the factor that influence them to buy Lenskart

VI. SUGGESTIONS & RECOMMANDATIONS

Suggestions

1. The company ought to enhance Lenskart's features.
2. The business should raise the caliber of services it provides to clients.
3. A sizeable portion of respondents reported having some issues with offline buying. This issue needs to be closely monitored, examined, and resolved.
4. The company should make every effort to provide items at competitive prices, as product pricing significantly influences consumer choice.
5. Various forms of advertising must be used to inform people about offline purchasing.

Recommendations:

Make use of browsing history, purchasing patterns, and demographic data to provide personalized content, promotions, and product recommendations to every customer. Incorporate functionalities such as keyboard navigation, screen reader compatibility, and scalable font sizes to guarantee a user-friendly and inclusive experience for every client. Give them the resources and independence they need to handle client concerns in a timely and efficient manner, resulting in satisfied customers and pleasant interactions.

Extend Lenskart's service portfolio beyond the selling of eyewear to give clients further benefits. To improve the entire client experience and set Lenskart apart from rivals, think about providing services like online styling advice, courses for maintaining eyeglasses, and seminars on eye health. Take proactive measures to address the recommendations and issues raised by customers and encourage them to submit feedback via surveys, ratings, and reviews. Show that you are receptive to customer input in order to foster loyalty and trust.

VII. CONCLUSION

Lenskart's brand image, personality, and identity within the eyeglass sector are significantly shaped by its customer-centric approach. The results emphasize how important it is for Lenskart to satisfy customers with its prompt customer service and tailored advice. Lenskart has the potential to bolster its customer-centric strategies and establish itself as a brand that puts customers' needs and pleasure first by investing in technology, training, and community involvement