A Study On Customer Preferences In The Indian Eyewear Retail Sector: Evidence From An Omnichannel Brand

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Abstract- *The Indian eyewear retail sector has witnessed rapid transformation driven by digital innovation, shifting consumer lifestyles, and the emergence of omnichannel retail models. This paper investigates customer preferences in the Indian eyewear market with specific reference to an omnichannel eyewear retailer, examining the factors that shape purchasing decisions, satisfaction levels, and brand loyalty. A descriptive research design was employed, and primary data were collected from 120 respondents in Salem City, Tamil Nadu, through a structured Likert-scale questionnaire encompassing 25 items. Percentage analysis, correlation analysis, and simple regression analysis were applied to interpret the data. Key findings reveal that product range diversity, competitive pricing, digital platform usability, Home Try-On and 3D virtual try-on features, timely delivery, and brand trust are the primary determinants of customer preference. A strong positive correlation (r = 0.763) between customer preference and satisfaction was established, with regression analysis confirming that customer preference explains 58.2% of the variance in satisfaction scores (R^2 = 0.582). The study concludes with strategic recommendations aimed at enhancing customer experience, deepening brand loyalty, and sustaining competitive advantage in the evolving eyewear market.*

Keywords: Customer Preference, Eyewear Industry, Omnichannel Retail, Customer Satisfaction, Digital Innovation, Brand Loyalty

I. INTRODUCTION

The global eyewear market has expanded substantially over the past decade, fuelled by the rising incidence of vision disorders, growing screen-time exposure, heightened fashion consciousness, and increasing consumer awareness of eye health. In India, the convergence of a large population base, rising per-capita income, and technological disruption has created one of the most dynamic and rapidly expanding eyewear retail markets worldwide. The sector spans optical lenses, spectacle frames, sunglasses, contact lenses, and allied accessories, serving both corrective and lifestyle purposes.

The emergence of omnichannel retail models in this segment has fundamentally altered the consumer purchasing journey. Customers now expect a seamless, integrated experience that bridges digital platforms and physical stores. Technology-driven features such as artificial intelligence-powered frame recommendations, three-dimensional virtual try-on tools, and doorstep home eye-testing services have redefined how consumers engage with eyewear brands. These innovations have introduced new dimensions of convenience, personalisation, and confidence into a purchase category that was historically dominated by in-store optician visits.

Understanding what drives customer preference in this evolving landscape is of considerable academic and managerial importance. Customer preference, defined as the disposition of a consumer to favour particular products, services, or brands over available alternatives, directly influences purchase frequency, brand advocacy, and long-term customer lifetime value. In the eyewear sector, preferences are shaped by an interplay of functional (corrective quality, comfort, durability), economic (price, financing options), aesthetic (design, style variety), and experiential (service, technology, delivery) factors.

This study was conducted in Salem City, Tamil Nadu, a geographically representative urban market within South India, capturing a consumer base that reflects the broader characteristics of India's growing middle-class eyewear consumer. A sample of 120 respondents provided primary data through a validated 25-item structured questionnaire. The paper evaluates key preference dimensions, quantifies the preference-satisfaction relationship, and derives evidence-based managerial recommendations.

1.1 Significance of the Study

Despite the rapid growth of the Indian eyewear market, empirical research examining the granular determinants of customer preference within the omnichannel retail context remains limited. Most prior work focuses on broad consumer satisfaction or product quality in isolation. This study contributes to the literature by offering a multidimensional analysis of preference drivers and their statistically validated relationship with satisfaction outcomes, thereby providing actionable insights for retailers competing in this space.

1.2 Objectives of the Study

The primary objective is to examine the factors influencing customer preferences toward eyewear products in the Indian retail context. The following secondary objectives guide the investigation:

- To assess customer satisfaction with product quality, pricing, and range.
- To evaluate the impact of digital features such as virtual try-on and mobile app usability on purchase decisions.
- To examine customer perceptions of after-sales service, return policies, and customer care responsiveness.
- To measure the effectiveness of promotional strategies and loyalty programmes.
- To quantify the relationship between customer preference and overall satisfaction using correlation and regression analysis.

1.3 Scope and Limitations

The study is confined to customers in Salem City, Tamil Nadu, who have purchased eyewear products through online or offline retail channels. While the findings offer meaningful insights for the South Indian urban consumer segment, they may not be directly generalisable to rural populations, other geographic regions, or distinct socioeconomic strata. Additionally, the reliance on self-reported survey data introduces the possibility of social desirability bias in responses.

II. REVIEW OF LITERATURE

A growing body of scholarly work has examined the intersection of consumer behaviour, digital retail innovation, and satisfaction dynamics in the eyewear sector. The following review synthesises key contributions that contextualise and motivate the present study.

2.1 Customer Satisfaction and Preference

Rana (2024) conducted an empirical inquiry into consumer satisfaction in the Indian eyewear retail context, finding that product quality, affordability, lens variety, and frame selection were the foremost satisfaction drivers. The study noted that while customers expressed high overall satisfaction, scope for improvement existed in the offline service dimension. Kaakandikar et al. (2023) extended this analysis to the online retail channel, demonstrating that website usability, service efficiency, and relationship management significantly mediated the link between product perceptions and brand loyalty in online eyewear retail.

2.2 Digital Innovation and Purchase Behaviour

Goyal and Gupta (2025) established that competitive pricing, virtual try-on technology, product quality, and delivery reliability are the primary predictors of satisfaction and repeat purchase in the online eyewear retail context. Koli (2026) specifically examined augmented reality adoption in Indian eyewear retail, reporting that AR-based virtual try-on reduces purchase hesitancy, builds decision confidence, and significantly enhances the digital shopping experience. Sanaei (2024) proposed a conceptual model demonstrating how AR shopping applications progressively improve customer satisfaction through enhanced product visualisation and reduced post-purchase cognitive dissonance.

2.3 Consumer Buying Behaviour and Brand Perception

Subbulakshmi and Harini (2025) investigated the determinants of spectacle purchase decisions, identifying price, brand image, product style, quality, and technological features as the dominant influences. Younger consumer cohorts showed a pronounced preference for online channels and technology-enhanced purchasing tools. Kalsi (2024) examined the role of advertising in shaping brand perceptions, finding that targeted digital and social media campaigns effectively build brand awareness and reinforce quality and value associations, particularly among younger demographics. Thangarajan (2025) confirmed that convenience, product quality, pricing, and customer service quality are the most consequential predictors of online purchase preference in the eyewear category.

2.4 Salesperson Orientation and Digital Mirroring

Muzumdar and Kurian (2021) empirically explored how customer-oriented salesperson behaviour influences loyalty, establishing that interpersonal service quality remains a critical satisfaction driver even in digitally enabled retail environments. Gloor et al. (2021) introduced the construct of virtual mirroring in retail contexts, demonstrating that allowing customers to see themselves using products digitally enhances satisfaction by reducing uncertainty. These findings provide theoretical support for the importance of both human service quality and digital simulation features in omnichannel retail settings.

2.5 Satisfaction Measurement and Cognitive Models

Oliver (1980) established the disconfirmation paradigm as the foundational theoretical lens for understanding customer satisfaction, proposing that satisfaction arises when perceived performance exceeds or meets prior expectations. Park, Cha, and Rhim (2018) subsequently documented positivity bias in customer satisfaction ratings, cautioning that survey-based satisfaction measures may systematically overstate actual product and service performance. These theoretical anchors inform the design and interpretation of the present study's satisfaction constructs.

III. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a descriptive research design, which is appropriate when the investigative aim is to characterise and document the attributes, opinions, and behaviours of a defined population without manipulating any variables. Descriptive designs allow systematic quantification of preference dimensions and their interrelationships, making them well-suited to consumer behaviour inquiries of the type undertaken here.

3.2 Data Collection

Primary data were gathered through a structured, close-ended questionnaire administered to eyewear consumers in Salem City, Tamil Nadu. The instrument comprised 25 Likert-scale items spanning five response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. Items addressed product range, pricing, digital platform usability, technological features, delivery, after-sales service, brand trust, packaging, mobile app experience, promotional effectiveness, and overall satisfaction. Secondary data were drawn from peer-reviewed journals, market research databases, and published industry reports to contextualise the primary findings.

3.3 Sampling

A convenience sampling approach was adopted, selecting customers who had purchased eyewear products through either the online or offline channel of an omnichannel eyewear retailer in Salem City. The final sample comprised 120 valid respondents, determined to be sufficient for the statistical analyses employed. Respondents included both first-time and repeat purchasers, ensuring diversity of experience within the sample.

3.4 Statistical Tools

Three analytical techniques were applied to the collected data. Percentage Analysis was used to convert frequency distributions into proportional representations, enabling comparison across response categories. Correlation Analysis (Pearson's r) was employed to quantify the linear association between customer preference and overall satisfaction. Simple Regression Analysis was used to estimate the predictive strength of customer preference as a determinant of satisfaction, using the ordinary least squares (OLS) framework. The regression equation is expressed as $Y = a + bX$, where Y represents Customer Satisfaction, X represents Customer Preference, a is the constant intercept, and b is the regression coefficient.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis: Key Survey Items

The following tables present frequency distributions for selected questionnaire items that capture the most substantive preference and satisfaction dimensions identified by the study.

Table 4.1: Lenskart Offers a Wide Range of Eyewear Products

Response	Freq	%	Cum. Freq	Cum. %
Strongly Agree	52	43.3	52	43.3
Agree	46	38.3	98	81.7
Neutral	14	11.7	112	93.3
Disagree	6	5.0	118	98.3
Strongly Disagree	2	1.7	120	100.0
Total	120	100.0	—	—

A combined 81.7% of respondents affirmed that the retailer offers a wide product range, underlining strong positive perception of product diversity. Only 6.7% expressed any disagreement.

Table 4.2: Pricing is Affordable and Value for Money

Response	Freq	%	Cum. Freq	Cum. %
Strongly Agree	44	36.7	44	36.7
Agree	51	42.5	95	79.2
Neutral	15	12.5	110	91.7
Disagree	7	5.8	117	97.5
Strongly Disagree	3	2.5	120	100.0
Total	120	100.0	—	—

79.2% of respondents agreed that pricing is affordable and value-oriented. The 12.5% neutral response suggests some pricing sensitivity remains, warranting periodic tariff benchmarking against competitors.

Table 4.3: Online Platform is Easy to Use

Response	Freq	Cum. Freq	%	Cum. %
Strongly Agree	58	58	48.3	48.3
Agree	42	100	35.0	83.3
Neutral	12	112	10.0	93.3
Disagree	5	117	4.2	97.5
Strongly Disagree	3	120	2.5	100.0
Total	120	—	100.0	—

Platform usability attracted the highest strong agreement rate (48.3%) across the study, with 83.3% combined positive response, demonstrating that the digital interface design effectively serves customer navigation needs.

Table 4.4: Home Try-On Feature Enhances Purchase Decision

Response	Freq	%	Cum. Freq	Cum. %
Strongly Agree	47	39.2	47	39.2
Agree	48	40.0	95	79.2
Neutral	16	13.3	111	92.5
Disagree	6	5.0	117	97.5
Strongly Disagree	3	2.5	120	100.0
Total	120	100.0	—	—

Combined agreement of 79.2% validates the Home Try-On feature as a meaningful decision-enabler. The 13.3% neutral contingent may represent consumers who have not yet utilised the feature, suggesting promotional outreach opportunity.

Table 4.5: Products are Delivered on Time

Response	Freq	%	Cum. Freq	Cum. %
Strongly Agree	50	41.7	50	41.7
Agree	44	36.7	94	78.3
Neutral	14	11.7	108	90.0
Disagree	8	6.6	116	96.7
Strongly Disagree	4	3.3	120	100.0
Total	120	100.0	—	—

78.3% positive response affirms delivery reliability as a strength, though the 9.9% disagreement rate indicates that fulfilment consistency remains an area warranting operational attention.

Table 4.6: High-Quality Frames and Lenses

Response	Freq	%	Cum. Freq	Cum. %
Strongly Agree	55	45.8	55	45.8
Agree	43	35.9	98	81.7
Neutral	12	10.0	110	91.7
Disagree	6	5.0	116	96.7
Strongly Disagree	4	3.3	120	100.0
Total	120	100.0	—	—

Product quality received among the strongest endorsements in the study, with 81.7% of respondents affirming high frame and lens quality. This aligns with the brand's vertically integrated supply chain strategy.

4.2 Summary of Key Findings Across All 25 Items

The following table consolidates the dominant response and combined positive agreement rate for each of the 25 questionnaire items, providing a comprehensive overview of the perception landscape.

Table 4.7: Summary of Percentage Analysis Across All Items

Survey Item (Abbreviated)	Lead Response	Combined +ve (%)
Wide product range	Strongly Agree	81.7
Affordable pricing	Agree	79.2
Online platform usability	Strongly Agree	83.3
Home Try-On decision aid	Agree	79.2
On-time delivery	Strongly Agree	78.3
High-quality frames & lenses	Strongly Agree	81.7
After-sales service	Agree	80.0
Brand trustworthiness	Strongly Agree	82.5
3D Try-On frame selection	Strongly Agree	79.2
Attractive discount schemes	Strongly Agree	80.0
Responsive customer care	Agree	79.2
Reliable prescription service	Agree	80.0
Safe & presentable packaging	Strongly Agree	81.7
Mobile app experience	Strongly Agree	80.0
Exchange & return policy	Agree	78.3
Product variety (sunglasses etc.)	Strongly Agree	80.0
Social media influence	Agree	79.2
Physical stores complement online	Strongly Agree	78.3
Referral & loyalty value	Agree	77.5
EMI & payment convenience	Strongly Agree	80.0
International quality standards	Strongly Agree	79.2
Customisation options	Agree	80.0
Overall satisfaction	Strongly Agree	80.8
Recommend to others	Strongly Agree	82.5
Prefer brand over alternatives	Strongly Agree	80.0

The aggregated summary reveals consistently strong positive response rates across all dimensions, with no item falling below 77.5% combined positive agreement. Brand trust and recommendation intention (both 82.5%) and platform usability (83.3%) attracted the highest endorsements. Loyalty programme value (77.5%) recorded the lowest, indicating a relative developmental gap.

4.3 Correlation Analysis

Pearson's correlation coefficient was computed to examine the linear association between Customer Preference (X) and Customer Satisfaction (Y). The correlation matrix is presented in Table 4.8.

Table 4.8: Pearson Correlation Matrix

Variable	Customer Preference	Customer Satisfaction
Customer Preference	1.000	0.763
Customer Satisfaction	0.763	1.000

The coefficient r = 0.763 signifies a strong positive relationship between the two constructs, statistically significant at the 5% level (p = 0.000). This confirms that consumers who hold stronger product and service preferences toward the brand correspondingly report higher satisfaction levels. The finding is consistent with the consumer choice literature, which positions preference as a proximal antecedent of both satisfaction and repurchase intention (Oliver, 1980; Kaakandikar et al., 2023).

4.4 Regression Analysis

Simple OLS regression was applied with Customer Satisfaction as the dependent variable (Y) and Customer Preference as the independent variable (X). The estimated model is:

Customer Satisfaction (Y) = a + 11.74 × Customer Preference (X)

Table 4.9: Regression Analysis Results

Statistic	Value
Correlation Coefficient (r)	0.763
Coefficient of Determination (R^2)	0.582
Regression Coefficient (b)	11.74
Significance Level (p)	0.000

The regression coefficient b = 11.74 indicates that each unit increase in customer preference is associated with an 11.74-unit increase in customer satisfaction. The coefficient of determination $R^2 = 0.582$ reveals that approximately 58.2% of the variance in satisfaction is explained by preference-related factors. The remaining 41.8% is attributable to variables not captured in this model, such as post-purchase service experiences, logistics quality, or competitor alternatives. The p-value of 0.000 confirms the model's statistical significance at the 1% level.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Key Findings

- Platform usability recorded the highest combined positive response (83.3%), establishing the digital interface as the strongest individual preference driver in the study.
- Brand trust and recommendation willingness both achieved 82.5% positive agreement, confirming strong brand equity and high net promoter disposition among surveyed consumers.
- Product range diversity (81.7%) and frame/lens quality (81.7%) emerged as near-equally strong preference anchors, reflecting the critical importance of assortment breadth and quality consistency.
- 3D virtual try-on and Home Try-On features attracted combined positive agreement of 79.2%, validating the return on investment in augmented reality and at-home trial innovation.
- Delivery timeliness received 78.3% positive agreement, a strong result, but its 9.9% disagreement rate represents the highest dissatisfaction incidence across all functional items, signalling a fulfilment reliability gap.
- The loyalty and referral programme dimension recorded the lowest combined positive agreement (77.5%), indicating that while customers value the programme directionally, its current design and incentive structure do not fully meet expectations.
- A strong positive correlation ($r = 0.763$, $p = 0.000$) between customer preference and satisfaction confirms that preference is a statistically significant and practically meaningful predictor of satisfaction outcomes.
- The regression model ($R^2 = 0.582$, $b = 11.74$) establishes that customer preference factors collectively explain 58.2% of variation in satisfaction scores, with substantial economic significance implied by the coefficient magnitude.
- EMI and flexible payment options achieved 80.0% agreement, indicating that financial accessibility mechanisms are appreciated by the consumer base and may serve as a competitive differentiator.
- Social media promotional influence registered 79.2% positive agreement, affirming the effectiveness of digital marketing in shaping preference and purchase decisions.

5.2 Suggestions

- The organisation should intensify awareness campaigns around Home Try-On and 3D virtual try-on features, particularly targeting first-time and prospective customers, to convert the 13.3% and 20.8% neutral cohorts respectively.
- Delivery reliability improvement initiatives—including order-tracking transparency, predictive dispatch scheduling, and last-mile logistics optimisation—should be prioritised to address the 9.9% dissatisfaction rate on delivery timeliness.
- The loyalty and referral programme should be redesigned with enhanced incentive tiers, gamification elements, and personalised reward structures to elevate the 77.5% agreement rate toward the benchmark levels achieved by other service dimensions.

- A systematic post-purchase feedback mechanism—encompassing in-app satisfaction surveys, automated follow-up communications, and periodic Net Promoter Score tracking—should be institutionalised to enable continuous quality improvement.
- After-sales service enhancement through faster complaint resolution, easy lens replacement protocols, and extended warranty offerings will deepen post-purchase confidence and strengthen repeat purchase intent.
- Customisation capabilities, particularly in lens coating, tint, and material selection, should be broadened and made more prominently visible across both digital and physical touchpoints.
- Regional and vernacular language digital marketing campaigns should be developed to expand reach among non-English-dominant consumer segments in tier-two and tier-three urban markets.
- Eye health awareness programmes delivered through offline stores and digital channels can position the brand as a holistic eye-care partner rather than a transactional retailer, deepening emotional brand connection.

5.3 Conclusion

This study set out to examine the multidimensional factors shaping customer preferences in the Indian eyewear retail sector within an omnichannel retail context. Findings from 120 respondents in Salem City, Tamil Nadu, consistently affirm that product diversity, competitive pricing, digital platform usability, AR-enabled try-on features, delivery reliability, and brand trust are the primary determinants of consumer preference. The statistical analysis reinforces these qualitative patterns: a Pearson correlation coefficient of $r = 0.763$ establishes a strong preference-satisfaction linkage, while the regression coefficient ($b = 11.74$) and coefficient of determination ($R^2 = 0.582$) quantify the substantial explanatory power of preference over satisfaction outcomes.

The study also identifies strategic development priorities: loyalty programme enhancement, delivery consistency, and expanded customisation options represent the areas where incremental investment is likely to yield the greatest satisfaction dividend. As the Indian eyewear market continues its trajectory of digital-led growth, retailers that can sustain the quality of their omnichannel customer experience—anchored in both technological innovation and responsive human service—will be best positioned to capture and retain the loyalty of an increasingly discerning consumer base.

Future research could extend this analysis to larger, geographically diverse samples, incorporate longitudinal satisfaction tracking, or apply structural equation modelling to map the causal pathways between specific preference antecedents and downstream loyalty behaviours. Such work would further enrich the empirical foundation for evidence-based strategy in this rapidly evolving consumer market.

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