KCT BUSINESS SCHOOL

CONSUMER AWARENESS OF BRANDED SPECTACLE LENSES AND CONSUMER RECEPTION OF THE BRAND ESSILOR AT SHANKAR ESSILOR COIMBATORE

A Project Report
Submitted
By

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for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies
Kumaraguru College of Technology
(An autonomous institution affiliated to Anna University, Coimbatore)
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November, 2011

KCT BUSINESS SCHOOL

BONAFIDE CERTIFICATE

Certified that this project report titled **"A Study on the Consumer Awareness of randed Spectacle Lenses and Reception of the Brand ESSILOR"** is the bonafide work of **liss. B.Asha Kalyani, 10MBA7** who carried out the project under my supervision. Certified rther, that to the best of my knowledge the work reported herein does not form part of any her project report or dissertation on the basis of which a degree or award was conferred on an arlier occasion on this or any other candidate.

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If words are considered as symbol of approval and tokens of acknowledgement, then let e words play the heralding role of expressing my gratitude to all who have helped me directly indirectly in doing my project.

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essilor
WORLD NO.1 IN SPECTACLE LENSES

ESSILOR SHANKAR &CO OPTICS (P) LTD.

321 A & B, Mettupalayam Road, Opp Murugan Mill, Coimbatore – 641043.

Date: 15/11/2011

PROJECT COMPLETION CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss B.Asha Kalyani,** Roll No **10MBA07** , a student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a Project entitled **"A Study on the Consumer Awareness of Branded Spectacle Lenses and Reception of the Brand ESSILOR"** between 27-06-2011 (*Date of Joining*) and 05-08-2011 (*Date of Leaving*)

During the tenure, she was found to be active, earnest and dedicated in her attempts to grasp things.

We wish her all success in her further studies.

For: Essilor Sankar&CO Optics (P) LTD.

Sivaraj

Mr. Sivaraj . S
Marketing Manager.

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SYNOPSIS

Eye Care has evolved from age-related vision disorders to cosmetic concerns. Spectacles are nowadays considered as personality enhancers and as fashion accessories. Changing lifestyles and activities that affect the eyes, have led to increasing use of colored contacts, tinted spectacle lens, polycarbonate lenses with anti glare and photo chromatic lenses.

Currently, spectacle lenses and sunglasses offer the maximum potential, both in terms of size and growth rates. In both the segments, even though the upper end may be growing faster, it is miniscule compared to mid and low segments, which have huge unmet demand and aspiration levels. It would be crucial to position the product properly. There is only limited production of contact lenses in India, and only three international brands - Bausch & Lomb, J&J and Ciba – are being marketed. Also the market at present is small, but growing fast as the prices come down. There is scope for a mid range brand/ product that could be a window of opportunity for companies.

Spectacle lens is a common and inevitable thing in most of our lives. Yet many fail to give considerable importance in selecting a spectacle. Optical Industry is one where leading companies are competing with each other day by day bringing in new developments and technologies to the lenses customizing it for the customer's benefit. However in reality the customer fails to realize this as his awareness level on this aspect has been quite low ever since. Most consumers are ignorant about quality, brands, country of origin of products etc., and are largely guided by the opticians and of course the price.

Keeping in mind the above problems the study has been done to find out the factors influencing the purchase of the spectacle lenses and the awareness level of the consumers of the branded spectacle lenses.

CHAPTER 1

INTRODUCTION

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1.1 INTRODUCTION TO THE STUDY

The ultimate goal of most businesses is to increase sales and income. Ideally, every business aims to attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products. Ultimately, achieving successful brand awareness means that your brand is well known and is easily recognizable. Brand awareness is crucial to differentiating your product from other similar products and competitors.

In the current decade, Ophthalmic Industry has become a highly booming industry, and the predictions are that there is no visible turn back of the growth in the near future. This project is done in one of the highly growing tier 2 cities, COIMBATORE on the perspective of Brand Awareness of branded eye glass lenses and the reception of the brand ESSILOR.

Eye Care has evolved from age-related vision disorders to cosmetic concerns. Spectacles are nowadays considered as personality enhancers and as fashion accessories. Changing lifestyles and activities that affect the eyes, have led to increasing use of colored contacts, tinted spectacle lens, polycarbonate lenses with anti glare and photo chromatic lenses.

It is estimated that approximately 28% of the population in India requires some sort of vision correction. This makes the market size for any type of lens a whopping 310 million individuals. A majority of the organized sector vision care patients, almost 98%, prefer to use spectacle lenses. Leading global players or manufacturers (also called the "Lens Casters") are Essilor, Zeiss, Hoya etc. with Essilor being a clear market leader.

Considering that India is a country of a Billion plus people and with most people normally requiring vision correction beyond 40 this one complicated but attractive market to consider. There are business opportunities at many levels within this industry

1.2 INDUSTRY ANALYSIS

1.2.1 INTRODUCTION TO THE OPTICAL INDUSTRY

The demand is driven by demographics, fashion, and changing healthcare practices. Aging population is increasing the demand for eye exams and glasses. Eye care has evolved from age-related vision disorders to cosmetic concerns. Spectacles are nowadays considered as personality enhancers and a fashion accessory. Healthcare expenditure on ophthalmic products is largely concentrated in the United States and Western Europe. USA is the biggest market for the optical industry (over $28 billion in 2006) but already very well penetrated. Companies have to explore new markets, especially the Asian market, to increase their revenues and market share.

Category	$ Billion
IOLs	0.83
Lasik	1.3
Spectacle Lenses & Frames	24.0
Contact Lenses	5
Sunglasses	4.9
Lens Cleaning Solutions etc	1.6

1.2.1Table showing World Market for Optical Products-2010

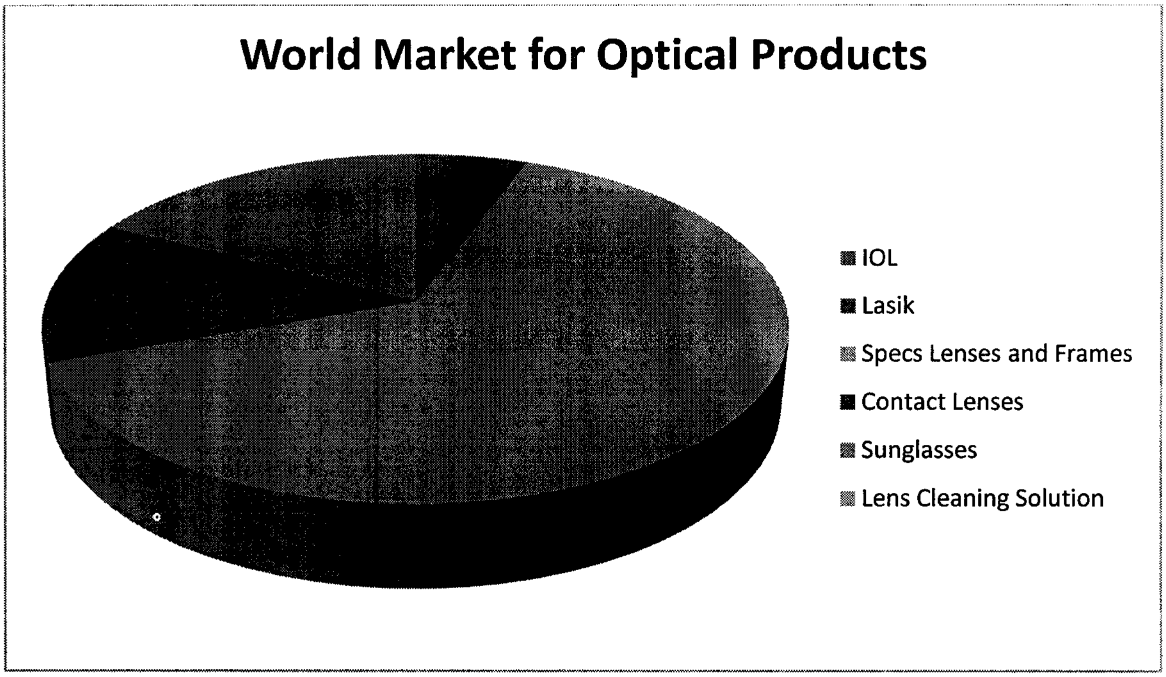


Figure 1.2.1 - World Market for Optical Products-2010

1.2.2 TERMINOLOGY

- **Ophthalmology** – comes from Greek roots ophthalmos meaning eye and logos meaning word, thought, or discourse; ophthalmology literally means "the science of eyes".
- **Ophthalmologist** – An eye surgeon who is a Doctor of Medicine or a Doctor of Osteopathic Medicine (MD or DO). In the US, this requires four years of college, four years of medical school, one year general internship, three years of residency, then optional fellowship for 1 to 2 years additionally.
- **Ophthalmic medical practitioner** – A medical doctor (MD) who specializes in ophthalmic conditions but who has not completed a specialization in ophthalmology.
- **Optometrist** – An eye doctor (OD) who is a Doctor of Optometry who treats eye diseases and disorders but specializes in optics and refractive vision correction.

1.2.3 OPTICAL INDUSTRY IN INDIA

India is a unique market on account of its diversity in age, income, and urban-rural demographics. Nearly 58 million households, comprising 32.3% of India's dwelling units, live in urban areas. Nearly 38% of urban households are in middle and higher income strata, and only 14% of rural households have similar income levels. Considering that India is a country of a Billion plus people and with most people normally requiring vision correction beyond 40 this one complicated but attractive market to consider. There are business opportunities at many levels within this industry.

A majority of the organized sector vision care patients, almost 98%, prefer to use spectacle lenses. Since lenses are normally bought in pairs it translates to 98 million spectacle lenses sold every year. Leading global players or manufacturers (also called the "Lens Casters") are Essilor, Ziess, Hoya etc. with Essilor being a clear market leader. Around 60% of the share of sale is of mineral (glass) lenses. The remaining are synthetic lenses commonly called CR 39, Polycarbonate etc. The latter is growing at the rate of 16% annually while the mineral lens segment is reaching a plateau. The manner in which the raw lens manufactured by the casters reaches the neighbourhood optician is an interesting, complex and financially rewarding business model that is an attraction to many.

- Total health expenditure per capita (2003): US$82 (4.8% of GDP)
- 360 million Indians above the age of 35 need near vision correction [for reading].
- 386 million Indians require spectacles every year (NOA)
- Average rate of spectacles replacement 3 years
- Due to the geographical location of India and global warming very large number of people require protection from harmful UV rays of the sun.

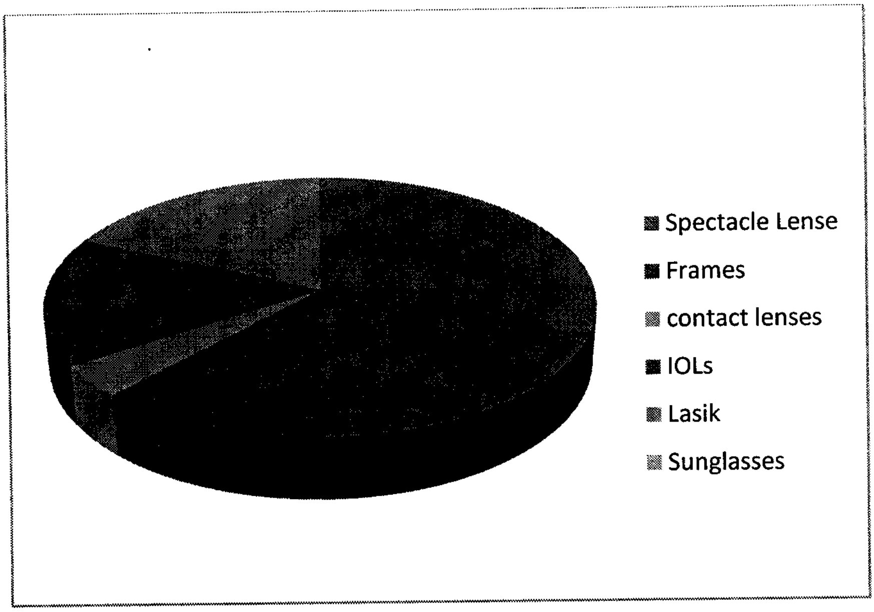


Figure 1.2.2 - India: Optical Sector - Market Segments

1.2.4 MARKET CHARATERISTICS

Opticians are the key influencers in consumers' decision on selection of eye wear including contact lenses, which are not prescription products, and can be sold through the OTC route. Companies engage market research agencies for preparing databases of potential consumers in select cities (such as Ogilvy One for Ciba Vision and Carvodraft for Bausch &Lomb).In a country where the car market is growing exponentially, with consumers wanting better cars, not cheaper cars, where nearly everyone has his own mobile phone, it is no longer right to say that price is the only consideration and not quality, comfort and wearing satisfaction. Even the small towns and villages have their own share of beauty parlours. Young boys and girls in these places also want to look good and presentable. Their average monthly expense in these beauty parlours would easily exceed Rs 300 to400. Young, urban, affluent customers hold the key. Over the years, the age profile of contact lens users has come down. Currently, the average user tries on contact lens for the first time around 15 years of age - when s/he enters 11th grade or junior college. Even three years ago, a first-time buyer of contact lens was a little over 20 years - about to start his /her first job. The teenaged user needs parents' approval (and funding), but there's a whole new set of IT/BPO consumers that is now flush with funds and to whom appearance is critical.

1.2.5 LEADING PLAYERS

Almost all leading international players (Luxottica, Essilor, Carl Zeiss, Bausch & Lomb, Johnson & Johnson, to name a few) have a strong presence in the Indian market, through own subsidiaries, joint ventures, marketing tie-ups etc. Though international brands of eye care products have been marketed in India for many decades, their production in India has taken of mostly in the last 10-15 years. Several indigenous companies (GKB Rx Lens Pvt. Ltd., Titan Industries, and Auro Lab) have also emerged as strong players in the Indian market in the recent years. Many of these companies have collaborations with global leaders in the optical industry, and have set up state-of-art manufacturing facilities to not only cater to the domestic market but also exporting in big way.

1.2.6 MARKET SEGMENTS:

Currently, spectacle lenses and sunglasses offer the maximum potential, both in terms of size and growth rates. In both the segments, even though the upper end may be growing faster, it is miniscule compared to mid and low segments, which have huge unmet demand and aspiration levels. It would be crucial to position the product properly. There is only limited production of contact lenses in India, and only three international brands - Bausch & Lomb, J&J and Ciba – are being marketed. Also the market at present is small, but growing fast as the prices come down. There is scope for a mid range brand/ product that could be a window of opportunity for companies.

1.2.7 PRODUCTION SCENARIO

IOLs: Market leaders in IOLs, namely Alcon, Bausch & Lomb, Advanced Medical Optics (AMO), do not have local manufacturing facilities in India. Aurolab (capacity of 700,000 IOLs a year) and Biotech Vision Care (capacity of over 1.5 million IOLs per year), Appasamy Associates and Eagle Optics are the leading producers.

day). Carl Zeiss set up its first manufacturing facility in Goa, and has a joint venture `Zeiss Brand Lab' with a manufacturing capacity of 1,000 prescriptions a day. Essilor set up a facility in Bangalore in 1998 with a $15-million-plus investment for Plastic lenses.

Contact Lenses: In 1992, Bausch & Lomb (now owned by Luxottica) set up an $11 million plant in India to make contact lenses, lens-care products and metal eyeglass frames for the Indian market. Titan is considering introducing its own contact lenses, though it currently sources its requirements from Bausch & Lomb, Johnson & Johnson and Silklens.

Sunglasses: Luxottica acquired the Ray-Ban manufacturing plant at Bhiwadi in Rajasthan, India. GKB Rx Lens Pvt. Ltd. launched a contemporary range of designer sunglasses in the Indian market in March 2004 through sourcing arrangements with design and production houses in Italy and Germany. Titan, one of the leading Indian companies in the sunglasses segment, has set up manufacturing units abroad though design facilities are located in India.

Spectacle Frames: India's largest concentration of spectacle frame manufacturers is in the state of Gujarat, manufacturing 20,000 frames daily. Most of the Indian manufacturers are small and use same concept and technology, as foreign companies (sheet cutting, ring forming, pressing, screw forming, hinge manufacture and assembling) but cannot afford hi-tech machines. They use local machines costing Euro 5000 to 7000, designed using reverse engineering, against foreign machines costing over Euro 1 million.

1.3 ORGANIZATION PROFILE

Essilor International S.A. is a French company that produces ophthalmic lenses along with ophthalmic optical equipment. It is based in Paris, France, and quoted on the Euronext Paris Stock Exchange. As one of the 40 largest companies traded in Paris, it is a component of the CAC 40 share index.

Essilor is responsible for creating Varilux, the world's first progressive lens which corrects presbyopia and allows clear vision in the wearer's near, intermediate and far vision. The company formed from the merger of ophthalmic firms *Essel* and *Silor* in 1972. Essilor now operates in over 100 countries over five continents. Its activities are largely focused on research and development. It is the world's largest manufacturer of ophthalmic lenses, dominating the market on every continent, and Europe's fourth-largest medical equipment firm.

1.3.1 HISTORY

1849-1972: Essel and Silor

Essel was founded in 1849 (then-called L'Association Fraternelle des Ouvriers Lunetiers) as a small network of eyeglass assembly workshops in Paris. It quickly expanded in the late 19th and early 20th century through the acquisition of factories in nearby Parisian neighbourhoods and in Eastern France. Essel soon added frame design and trade to its activities. The firm successfully launched an innovative frame design in 1955 called Nylor which is still used today. The Nylor system introduced a thin nylon thread which embraces the lens and is fixed to the frame's higher branch.

Silor first started under the name Lissac in 1931 as a retailer of ophthalmic lenses and frames before becoming a lens manufacturer. In 1959, the same year Essel invented the progressive lens, Lissacmade an important discovery of its own: the Orma 1000 lens, made from a lightweight and unbreakable material.

1972-1979: Beginning of Essilor

After many years as rivals, Essel and Silor merged together on 1 January 1972 to form Essilor, the then third-largest ophthalmic optical firm in the world.

Essilor's first year of existence was marked by two major events: the creation of Valoptec, a non-trading company composed of stock-holder managers which held half of the company's capital stock, and the purchase of Benoist-Bethiot, a French lens manufacturer specializing in the production of progressive lenses.

In the mid 1970s, Essilor focused on becoming a true optical group specializing in the plastic progressive lens. Many subsidiary activities are first sold off, but in 1974, Essilor fused Benoist-Bethiot withGuilbert-Routit, creating a subsidiary called BBGR. In 1975, the company was listed on the stock exchange. The innovations by Essel and Silor, Essilor's predecessors, lead to the launch of the Varilux Orma in 1976 .

The late 1970s were marked by Essilor's change in strategy of geographical expansion. By making the acquisition of manufacturing plants in the United States, in Ireland and in the Philippines, Essilor began its transformation from being a mainly exporting company to being an international company.

1980-1989: International growth

The 1980s began with intensified competition. To cut costs and improve service, Essilor purchased four new plants in four years, in Mexico, Puerto Rico, Brazil and Thailand. In France, new instruments facilitated the automation of the manufacturing process. Many distributors were acquired or merged with Essilor in Europe (Norway, Portugal) and in Asia (Burma, Indonesia, Japan, Malaysia,Singapore, Taiwan and Vietnam).

In the United States, all subsidiaries were brought together under the Essilor of America umbrella. This global network allowed Essilor to launch a new Varilux lens called the VMD in Europe and the United States. By the end of the 1980s, Essilor had become the world's leader of ophthalmic optical products .

1990-1999: Partnerships and Varilux Comfort

To maintain its position as a world leader, Essilor gradually withdrew its frames operations to concentrate on corrective lenses. Employing a value added strategy, the company launched the Crizalcoating, offering lens resistance against scratches, reflections and smudges. Essilor also formed a partnership with PPG, an American company, to offer the Transitions photochromic lens, a technology that allows a acquisition of Gentex, Essilor was also able to launch the Airwear polycarbonate lens, a light and unbreakable lens material. Finally, the fourth generation of the Varilux was launched under the name Varilux Comfort which retains the highest non-adapt rate of any progressive addition lens ever fit.

2000 - Present

The beginning of the 21st century was highlighted by technological advances for Essilor, with the launch of the Varilux Physio, a lens that derives its performance from the Twin RX Technology which combines the wavefront management system to calculate lens optics, along with a high-precision production technique called advanced digital surfacing. Finally, in 2005, Essilor entered the French CAC 40 stock market.

1.3.2 LIST OF PRODUCTS

- Titus
- Airwear
- Adaptar
- Transitions
- Varilux
- Espace
- Nikon
- Crizal

1.3.3 CORPORATE AFFAIRS

Board of directors

As of September 1 2009, the firm's board of directors consists of Chairman and CEO Xavier Fontanet; co-COOs Philippe Alfroid and Hubert Sagnières; independent directors Alain Aspect, Michel Besson, Jean Burelle, Yves Chevillotte, Bridget Cosgrave, Philippe Germond, Maurice Marchand-Tonel, Olivier Pécoux and Michel Rose; and directors representing inside shareholders Aïcha Mokdahi, Alain Thomas and Serge Zins.

D-3630

Executive committee

As of September 1 2010:

- Xavier Fontanet - Chairman and Chief Executive Officer
- Philippe Alfroid - Chief Operating Officer
- Hubert Sagnières - Chief Operating Officer
- Thomas Bayer - President, Latin America
- Claude Brignon - Corporate Senior Vice-President, Worldwide Operations
- Jean Carrier-Guillomet - President, Essilor of America
- Patrick Cherrier - President, Asia Region
- Didier Lambert - Corporate Senior Vice-President, Information Systems
- Patrick Poncin - Corporate Senior Vice-President, Global Engineering
- Thierry Robin - Senior Vice-President, Central Europe
- Bertrand Roy - President, Europe Region
- Paul du Saillant - Corporate Senior Vice-President, Corporate Strategy
- Jean-Luch Schuppiser - Corporate Senior-Vice President, Research and Development
- Eric Thoreux - Corporate Senior Vice-President, Strategic Marketing
- Laurent Vacherot - Chief Financial Officer
- Henri Vidal - Corporate Senior Vice-President, Human Resources
- Carol Xueref - Corporate Senior Vice-President, Legal Affairs and Development
- Jayanth Bhuvaraghan - President South Asia, ASEAN, Middle East, South Africa

1.3.4 SALES

Based on its 2008 Annual Report, 95% of Essilor's turnover comes from the sale of ophthalmic lenses and 5% is driven by other activities, such as equipment sales.

46.2% of its sales are based in Europe, and 42.3% in the Americas, with the remaining 11.5% based out of Asia.

Numbers in millions of Euros							
Year	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**
Revenue	2,203	2,424	2,690	2,908.1	3,074.4	3,268.0	3,891.6
Net income	244	287	328	366.7	382.4	394.0	462.0

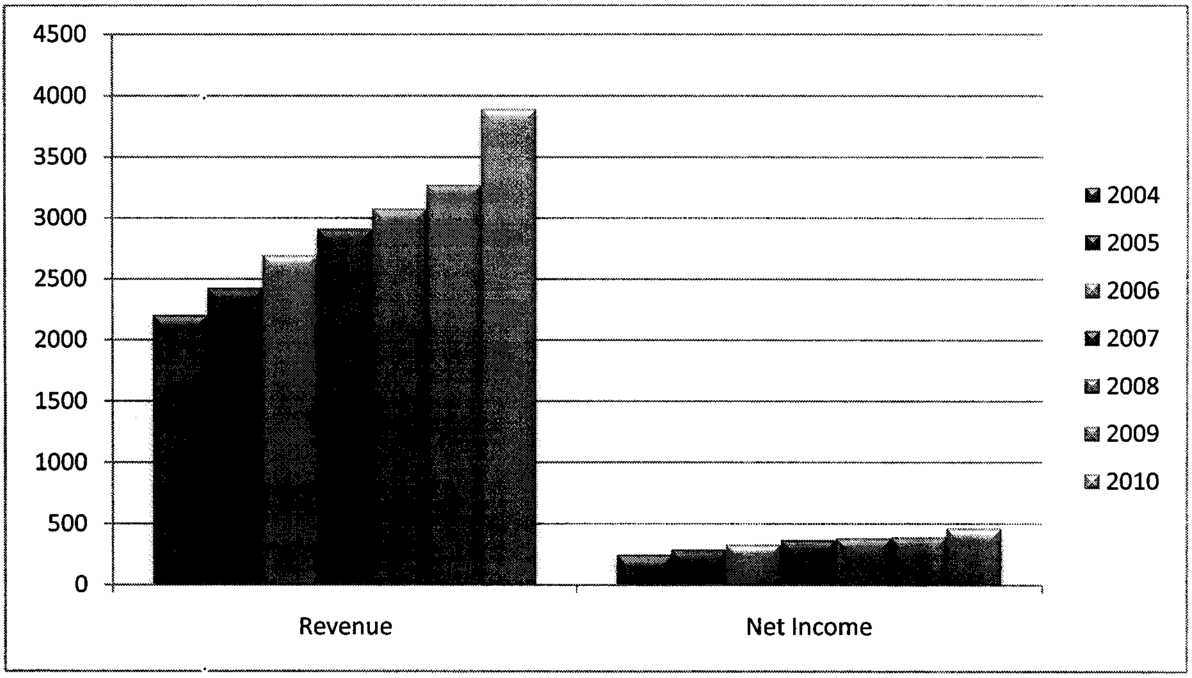


Figure 1.3.1 – Revenue and Net Income of Essilor

1.3.5 ESSILOR INDIA:

Essilor India is a 100% subsidiary of Essilor International. The Company through its excellent services, quality products and a wide network of distributors and franchise labs has been able to revolutionize the Indian ophthalmic lens market and cause a shift from the predominant glass lenses to the safer and more superior plastic lenses. Essilor entered the Indian Market through a joint venture with SRF Limited, New Delhi in 1998. The Indian Subsidiary was incorporated as Essilor SRF Optics Private Limited. The company has since risen to the position of market leader in the Indian Plastic Lens segment of the Ophthalmic Industry. After the exit of SRF Limited at the end of 2004, the company changed its name to Essilor India Private Limited. Essilor offers a wide range of the world's best lenses- Varilux range of Progressive Lenses, Crizal Hard Multicoated Lenses and Titus Hard Coated Lenses- which have set benchmarks for quality and performance. "Airwear" a new generation polycarbonate lens is suitable for all lifestyles. Essilor Lenses are available across the country with all leading opticians. The Head-Quater is at Bangalore.

1.3.6 ESSILOR SANKAR & CO OPTICS (P) LTD:

Previously known as Sankar & Co Optics (P) Ltd, was an authorised dealer of Essilor. Later Essilor decided that there would be no such separate/individual dealers and bought 70% stake of all its dealers. There are 5 such distributors and franchise labs (including Essilor Sankar) throughout Tamil Nadu. Corporate Office is at Chennai. Their Customers include both individual shops (eg, Arasan Opticals) as well as corporates (eg. Larsen and Mayo) and Hospitals (eg, Vasan Eye Care).

Their main competitors are:

- Carl Zesis
- Hoya

They take the order from the customers (telephone, mail or direct) and despatch the same. For this they order the lens in bulk from Bangalore or Chennai. Lenses are of 2 types, **Processed :** They are processed according to the customer preferences and specifications in the lab. **Finished :** They are ready made ones.

The credit period allowed to the customers ranges from 60 to 120 days and tries to finish the collection within 90 days at the maximum. They follow a Customer Reward System i.e. for a pair of varilux airwear lens the customer gives them a card worth 200 points (the points vary from lens to lens), this can be redeemed yearly against Home Appliances to Essilor Machines – this is maintained by Essilor LeClub.

They have not had any failure products, but there are 2 products (Adapter lens and Antifatigue lens) that are low performers due to the lack of proper information about the product to the customers. They supply throughout Tamil Nadu except for Chennai. In Coimbatore they supply to almost 50 retailers, the major customers being Vasan Eye Care, Aravind Eye Hospital and Lotus Eye Hospital.

1.4 STATEMENT OF THE PROBLEM

Spectacle lens is a common and inevitable thing in most of our lives. Yet many fail to give considerable importance in selecting a spectacle. Optical Industry is one where leading companies are competing with each other day by day bringing in new developments and technologies to the lenses customizing it for the customer's benefit. However in reality the customer fails to realise this as his awareness level on this aspect has been quite low ever since. Most consumers are ignorant about quality, brands, country of origin of products etc., and are largely guided by the opticians and of course the price.

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To explore the awareness towards the branded spectacle lenses by the respondents.

SECONDARY OBJECTIVES

- To analyze the perception, awareness and attitude towards ESSILOR branded spectacle lenses
- To identify the factors influencing the purchases of branded spectacle lenses.

1.6 SCOPE OF THE STUDY

The study is mainly done within the Coimbatore district and the respondents of this study are those wearing spectacles. The study gives an insight on the factors influencing the buyers purchase decision. Also it tries to find out the reception of the brand Essilor.

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

1. Consumer Brand Choice in a No-brand Awareness situation of low involvement Products - Mohammad Ismail Soomro, Muhammad Masihullah Jatoi, Dr. Rahman Gul Gilal.

Among from the expected reasons (Quality, Price, Durability, Group influences, Innovation or uniqueness, and brand), high quality was significant in determining the choice among sun-block and pen categories of brands in a purchase situation where the consumer is un-aware about the brands under consideration to choose a brand. The respondents clearly believe that the most quality brand is the first and dominant factor or reason for their choice decisions, followed by price (reasonable), and packaging of the brand, whenever group influences, and brand variables did not contribute in influencing the brand choice. This attitude perhaps is justified with respect to many new or unknown products, which probably may influence on brand choice decision in many product classes. In the absence of prior experience with the product or of objective evidence respecting the product's physical characteristics, this philosophy of brand selection is truly a "quality" approach that is used by the buyer who seeks better quality.

2. The Optical Industry in India Market Research by Ace Global Private Limited for Italian Trade Commission (ICE), Trade Promotion Section of the Italian Embassy, New Delhi.

Branded eyewear has very limited penetration in the Indian market at present, but it is increasing. According to eye specialists almost 20-30% of the Indian population, i.e. 200 to 300 million people, requires visual correction. However, only a fraction these people are presently using proper optical products due to lack of awareness as well as affordability issues. The market is extremely fragmented, complex, price sensitive, diverse and distribution driven. Most consumers are ignorant about quality, brands, country of origin of products etc., and are largely guided by the opticians and of course the price.

3. **Cornell Maple Bulletin 105 (2007) Brand Awareness - by Tara Gustafson and Brian Chabot.**

The ultimate goal of most businesses is to increase sales and income. Ideally, you want to attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products. Understanding that the stages of a purchasing decision vary both in time and whether the stages really are distinct, one can better assess where they might be able to have an influence on someone's decision to purchase.

4. **Vision Monday – Optical News Leadership, pg 41 vision monday/september 24, 2007**

Patient awareness of and requests for newer lens technologies appear to be a driving factor in dispensing some types of lenses but not others. According to the .AOA survey, 31.3 percent of the impetus for tinted lenses and 21 percent for photochromics came from the patients themselves. On the other hand the news was the primary voice in recommending progressives {84.9 percent of the time), antireflective coatings {.S7.2 percent) and polycarbonate lenses (54.2 percent). And patients' own interest in new lens designs and treatments is driving some of that move toward upscale merchandise, the research indicates.

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

Research may be defined as the search for knowledge through an objective and scientific method of finding solution of problem. Research methodology is a way to systematically solve the research problem. It includes the various steps that are generally adopted by a researcher in studying problem along with the logic behind them. During my research I have adopted the following research design.

RESEARCH DESIGN

Research design can be defined as the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure. It constitutes the blue print for the collection, measurement and analysis of data. The research design is a collection of the following steps

- To decide the objective and subjective of the research.
- To determine the most suitable method of research.
- To determine the sources of data
- To decide the appropriate research instrument for data collection
- To determine the suitable sampling design and sampling size
- To conduct the field survey for data collection
- To prepare the research report

3.1 TYPE OF RESEARCH

The project work is descriptive research, as it describes the state of affairs, of the spectacle lenses industry. The set of elements that will influence the motive of the respondents are identified by literature review and through brain storming sessions. The samples for this study are people wearing spectacles with no specific reference to the type of glasses/spectacle worn by them. The pilot study is done to refine the questionnaire and to decide the attributes that the questionnaire should measure.

3.2 DATA AND SOURCE OF DATA

The data used for this research is primary data. The research instrument used for data collection is structured questionnaire which was carefully designed keeping the entire objective in mind. The questionnaire collects information's in various aspects like Demography, Brand Awareness, new developments in spectacle lenses, Brand Perception, etc through field survey. The other aspects such as comfort, price, past experience, durability, optician's suggestion, etc are also included. The collected data will be analyzed using statistical tools and inferences will be drawn and findings will be published. Through field survey the data has been sourced for this project

3.3 TIME PERIOD COVERED

The total time period of the study was 45 days. It took nearly one month to finalize the research design and the data collection was carried out in 15 days.

3.4 POPULATION & SAMPLE SIZE

The process of collecting observation from elements of a large population may be expensive, time consuming and difficult. It will be cheaper and quicker to collect information from a sample plan of the population. A sample is a subset of population through a valid statistical procedure so that it can be regarded as representative of the entire population. The valid statistical procedure of drawing sample from the population is called sampling.

3.4.1 SAMPLE UNITS

The sample unit for this study are people using spectacles in Coimbatore city.

3.4.2 SAMPLE FRAME

A sample frame is a list that includes every member of the population from which a sample is to be taken. In this case the sample frame is Coimbatore city

3.4.3 SAMPLE SIZE

The larger the sample the more is the accuracy level of the result. But practically it is not feasible to survey the entire target population or even a substantial proportion of it. In this project, being aware of the time and cost constraints the sample size of 150 respondents was taken.

3.5 SAMPLING TECHNIQUE

For this research the sampling technique adopted is Judgement Sampling. It is a non probabilistic sampling technique.

3.6 STATISTICAL TOOLS USED

The statistical tools used in this research are

- Percentage/ Frequency Analysis
- Graphs
- Pie charts
- Factor Analysis

3.7 LIMITATIONS TO THE STUDY

The study is carried out only inside the Coimbatore city and the respondents of this study are wearers of spectacles only. The individuals using contact lens are not considered in the analysis. The respondents are chosen in such a way that they possess or are wearing a spectacle while taking the survey. Finally due to time constraints a sample size of 150 was only taken which was not sufficient to do an in depth analysis and to get high precision in results.

CHAPTER 4

ANALYSIS AND INTERPRETATION

CHAPTER 4

ANALYSIS & INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table Showing the Percentage of purpose of using Spectacles by the respondents on the basis of their age group.

Sl No.	Purpose	Interval	Total No. of respondents	Percentage of respondents
1	For correction of eye sight	20-29 years	17	11.3
		30-39 years	16	10.7
		40-49 years	25	16.7
		50-59 years	47	31.3
		Above 60 years	17	11.3
		Total	**122**	**81.3%**
2	Protection from Sun rays	20-29 years	14	9.3
		30-39 years	13	8.7
		40-49 years	21	14.0
		50-59 years	25	16.7
		Above 60 years	13	8.7
		Total	**86**	**57.4%**
3	Prolonged exposure to PC	20-29 years	17	11.3
		30-39 years	17	11.3
		40-49 years	25	16.7
		50-59 years	47	31.3
		Above 60 years	4	2.7
		Total	**110**	**73.3%**
4	Fashion/Trend	20-29 years	6	4.0
		30-39 years	6	4.0
		40-49 years	8	5.3
		50-59 years	10	6.7
		Above 60 years	0	0
		Total	**30**	**20%**
5	For Driving Purposes	20-29 years	16	10.7
		30-39 years	15	10.0
		40-49 years	26	17.3
		50-59 years	32	21.3
		Above 60 years	10	6.7
		Total	**99**	**66%**

Sl No.	Purpose	Interval	Total No. of respondents	Percentage of respondents
6	For Sports Purposes	20-29 years	3	2.0
		30-39 years	3	2.0
		40-49 years	6	4.0
		50-59 years	9	6.0
		Above 60 years	0	0
		Total	**21**	**14%**

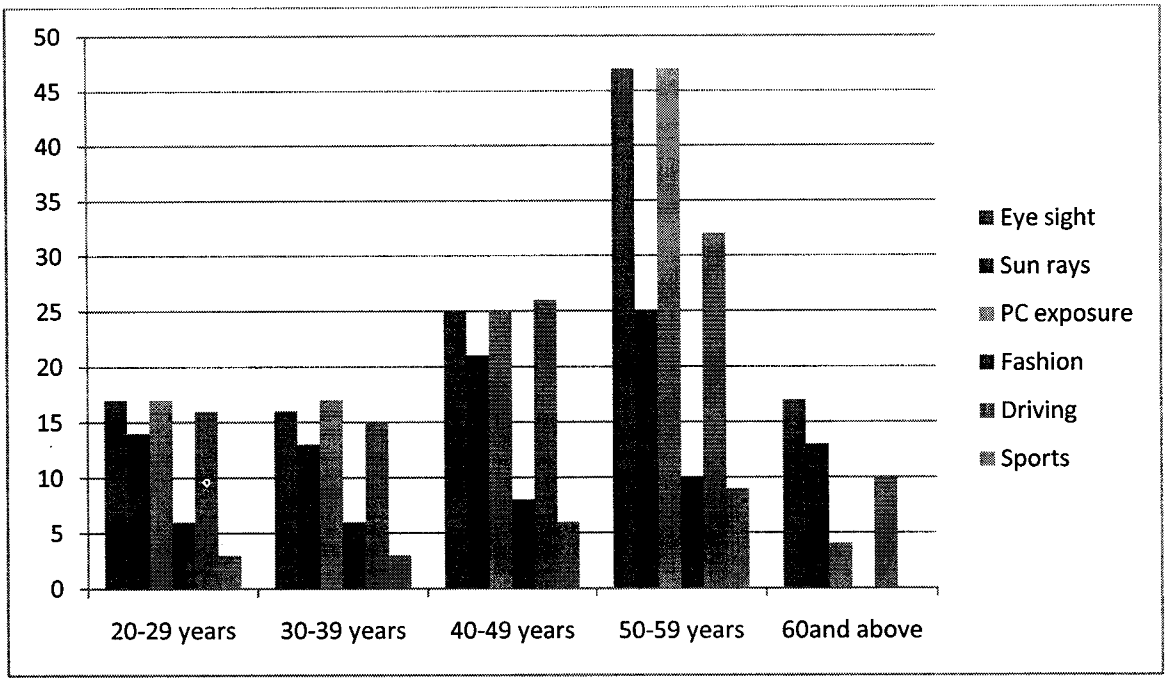


Figure 4.1.1 – Percentage of purpose of using Spectacles based on Age

Inference:

This table shows the relationship between the age of the respondents and the purpose of usage of the spectacles by them. It clearly shows that the maximum usage is for correction of eyesight followed by driving purposes. The rest are all in meagre values.

4.1.2 Table Showing the Percentage of purpose of using Spectacles by the respondents on the basis of their Gender.

Sl No	Purpose	Interval	Total No. of respondents	Percentage of respondents
1	For correction of eye sight	Male	54	36
		Female	68	45.3
		Total	**122**	**81.3%**
2	Protection from Sun Rays	Male	43	28.7
		Female	43	28.7
		Total	**86**	**57.4%**
3	Prolonged exposure to PCs	Male	52	34.6
		Female	58	38.7
		Total	**110**	**73.3%**
4	Fashion/Trend	Male	17	11.3
		Female	13	8.7
		Total	**30**	**20%**
5	Driving Purposes	Male	43	28.7
		Female	56	37.3
		Total	**99**	**66%**
6	Sports Purposes	Male	19	12.7
		Female	2	1.3
		Total	**21**	**14%**

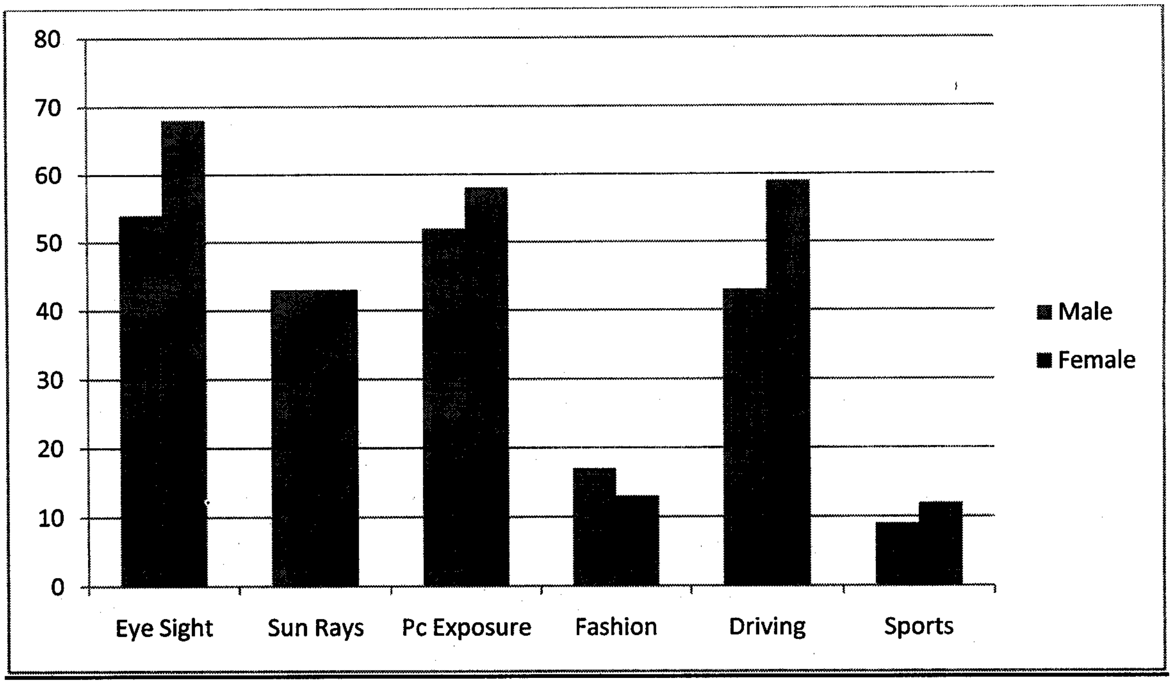


Figure 4.1.2 – Percentage of purpose of using Spectacles based on Gender

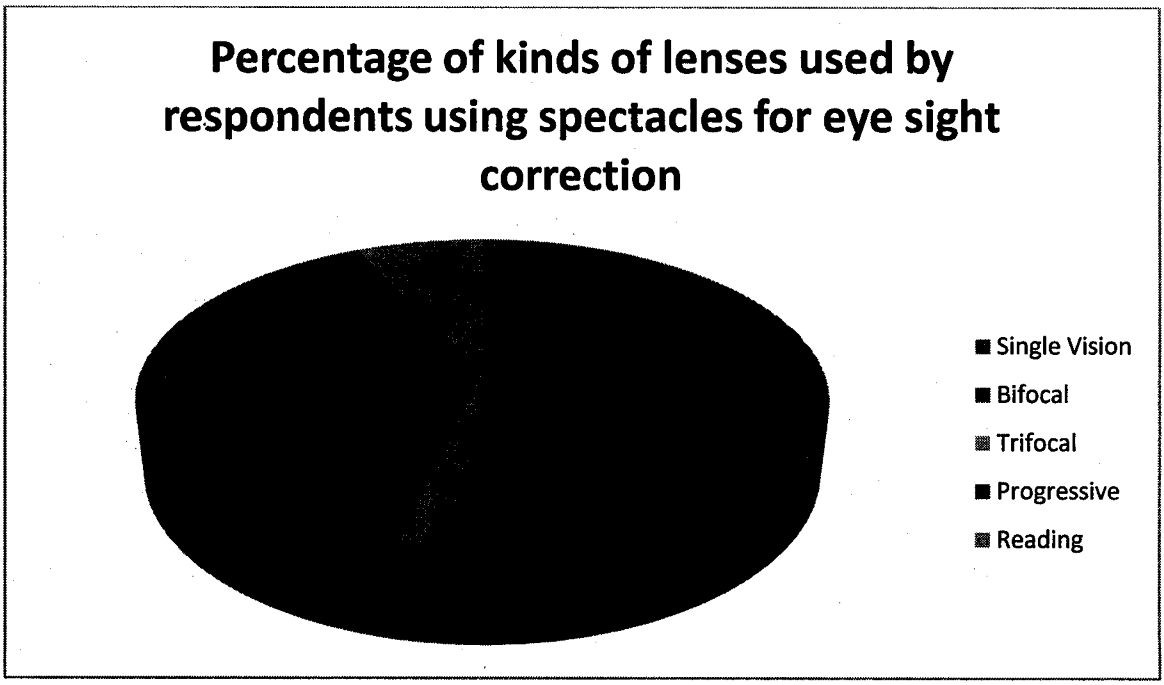
Inference:

This table depicts the relationship between the gender of the respondents and their purpose of using the spectacle. It is found that correction of eye sight has been the major reason behind the usage of spectacles by the respondents. This is followed by prolonged exposure to PC and then for driving purposes. The rest purposes for usage are in meagre figures.

From the above table we can infer that the male population mainly use the spectacles for eye sight correction and prolonged exposure to Pc . The Female population mainly use the spectacles due to prolonged exposure to PC, for driving purposes and for eye sight correction.

4.1.3 Table Showing the Percentage of kind of lens used by those respondents using spectacles for correction of eyesight.

Sl No.	Purpose	Total No. of respondents	Percentage of respondents
1	Single Vision	48	39.3
2	Bifocal	17	13.9
3	Trifocal	3	2.5
4	Progressive	50	41.0
5	Reading	9	7.4
6	Not sure	0	0



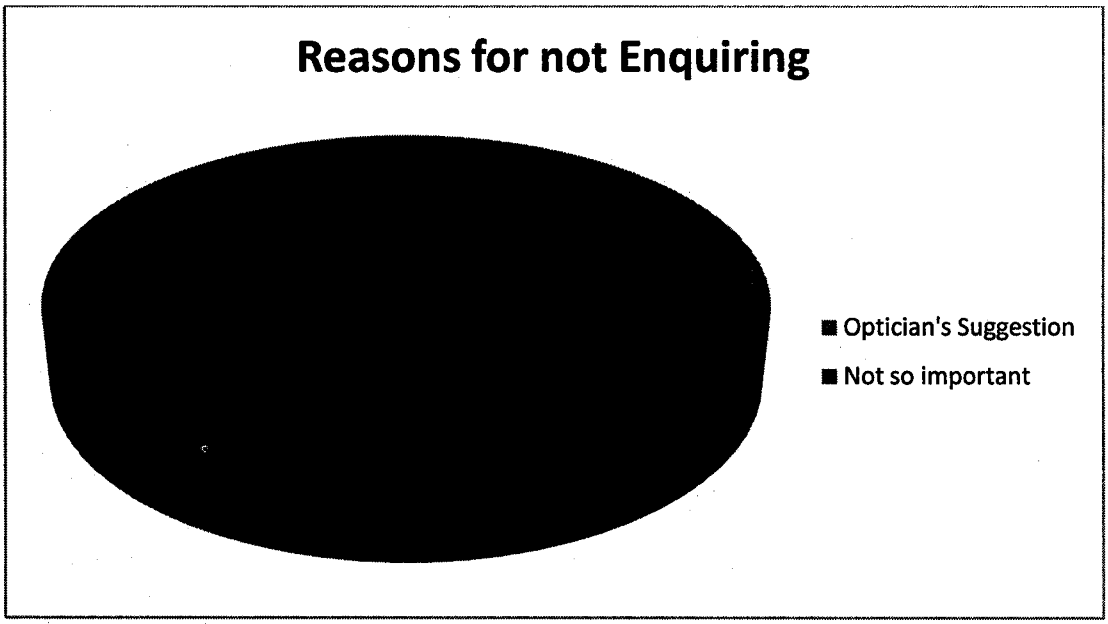
4.1.3 Kind of lens used for eye correction

Inference:

The above table and pie chart clearly gives an insight that most of the customers using spectacles for eye sight correction are using progressive lenses followed by single vision lenses. This also gives another inference that the customers are well aware of the type of

4.1.4 Table Showing the percentage of reasons for not enquiring by respondents

Sl No.	Reason	Total No. of respondents	Percentage of respondents
1	Lack of knowledge	0	0
2	Optician's Suggestion	22	33.0
3	Not so important	10	15.0
4	Others	0	0



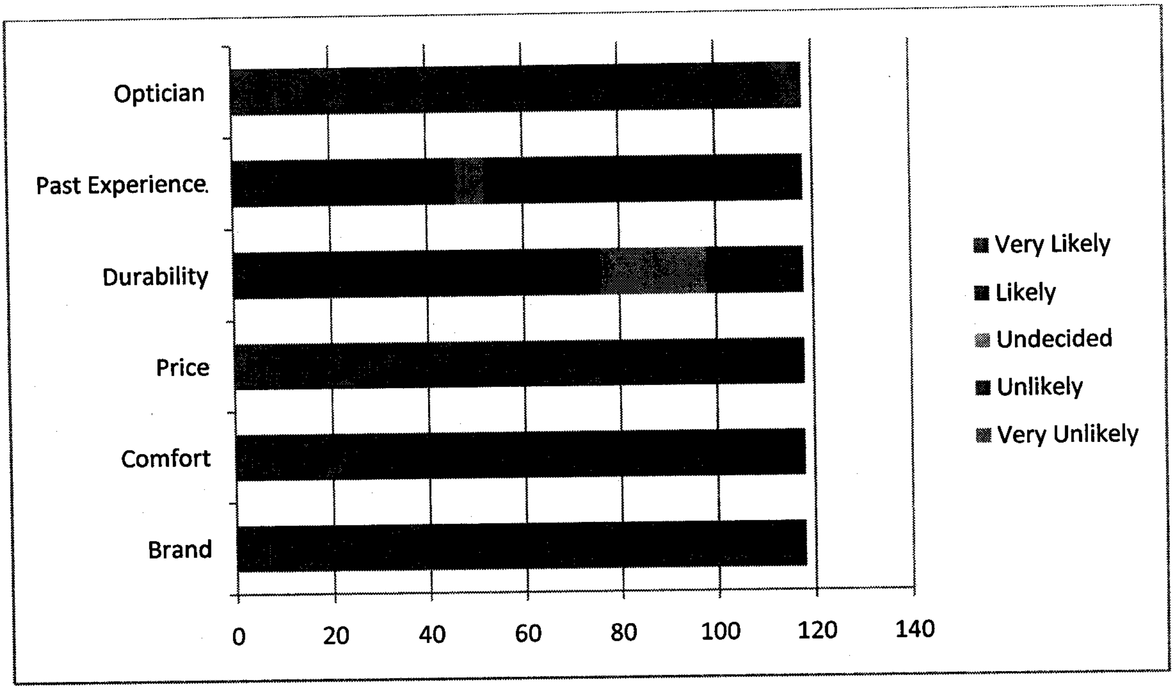
4.1.4 Reasons for not enquiring

Inference:

From the table we can infer that a total of 32 respondents do not enquire about the kind of lens before their purchase. This gives the inference that the optician's suggestion matters the most and the respondent has more trust and belief in him. While some other felt

4.1.5 Table showing the percentage of attributes preferred by respondents

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Brand	Very likely	109	72.6
	Likely	9	6.0
	Undecided	0	0
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**118**	**78.6%**
Comfort	Very likely	97	64.6
	Likely	21	14.0
	Undecided	0	0
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**118**	**78.6%**
Price	Very likely	102	68.0
	Likely	16	10.6
	Undecided	0	0
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**118**	**78.6%**
Durability	Very likely	0	0
	Likely	76	50.6
	Undecided	22	14.7
	Unlikely	20	13.3
	Very Unlikely	0	0
	Total	**118**	**78.6%**
Past Experience	Very likely	0	0
	Likely	46	30.7
	Undecided	6	4.0
	Unlikely	66	44.0
	Very Unlikely	0	0
	Total	**118**	**78.7%**
Optician's Suggestion	Very likely	118	78.6
	Likely	0	0
	Undecided	0	0
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**118**	**78.6%**



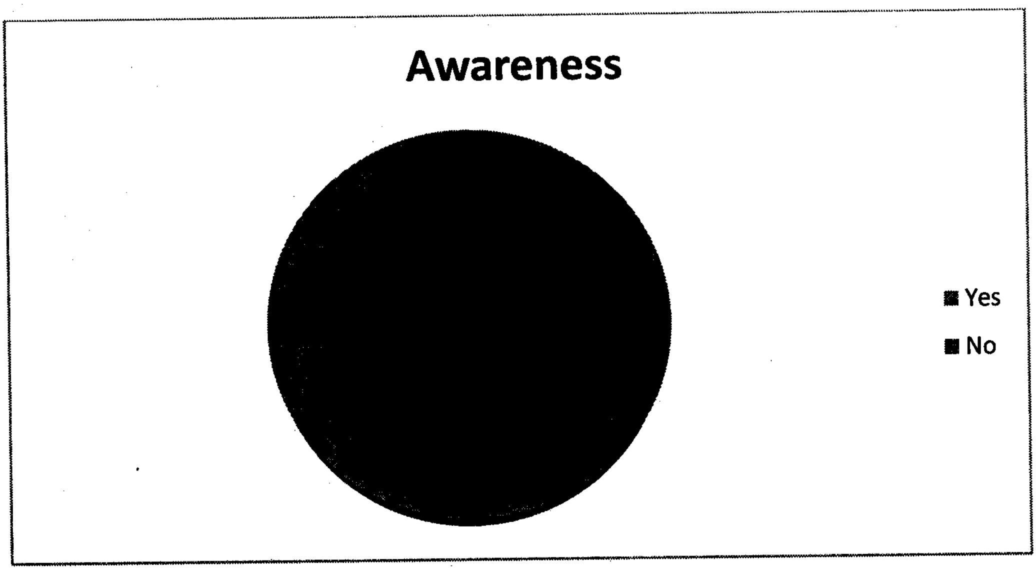
4.1.5 Attributes preferred by respondents

Inference:

The table depicts that 78.6% of respondents have given their consent regarding enquiring the type of lens during the purchase. It is also found that unanimously the respondents have given optician's suggestion as the most likely attribute while purchasing. This explains that the respondents are interested to know the optician's suggestion while purchasing. The next likely attribute is the Brand of the lens.

4.1.6 Table showing percentage of respondents' awareness on the branded spectacle lenses.

Sl No.	Awarenss of Branded Lenses	Total No. of respondents	Percentage of respondents
1	Yes	138	92.0
2	No	12	8.0
	Total	**150**	**100%**



4.1.6 Awareness on the branded spectacle lenses.

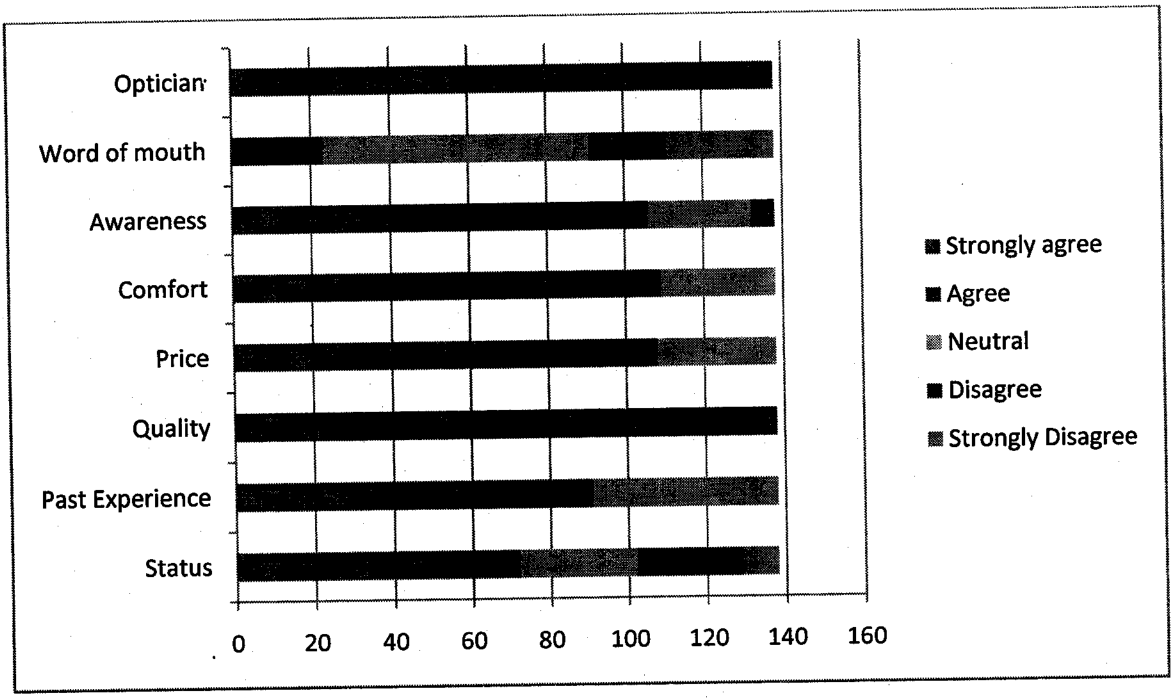
Inference:

The above table reveals that nearly 92% of the respondents are aware of the presence of Branded Spectacle lenses. While a meagre 8% have low or no awareness of such

4.1.7 Table showing percentage of attributes preferred for choosing branded spectacle lenses.

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Status	Strongly Agree	47	31.3
	Agree	25	16.7
	Neutral	30	20.0
	Disagree	27	18.0
	Strongly Disagree	9	6.0
	Total	**138**	**92%**
Past Experience	Strongly Agree	26	17.3
	Agree	65	43.3
	Neutral	32	21.4
	Disagree	0	0
	Strongly Disagree	15	10
	Total	**138**	**92%**
Quality	Strongly Agree	110	73.3
	Agree	28	18.7
	Neutral	0	0
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**138**	**92%**
Price	Strongly Agree	54	36
	Agree	54	36
	Neutral	30	20
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**138**	**92%**
Comfort	Strongly Agree	57	38.0
	Agree	52	34.7
	Neutral	29	19.3
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**138**	**92%**
Awareness	Strongly Agree	81	54.0
	Agree	25	16.7
	Neutral	26	17.3
	Disagree	6	4.0
	Strongly Disagree	0	0
	Total	**138**	**92%**

Word of Mouth	Strongly Agree	0	0
	Agree	23	15.3
	Neutral	68	45.3
	Disagree	20	13.3
	Strongly Disagree	27	18.0
	Total	**138**	**92%**
Optician's Suggestion	Strongly Agree	101	67.3
	Agree	37	24.7
	Neutral	0	0
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**138**	**92%**



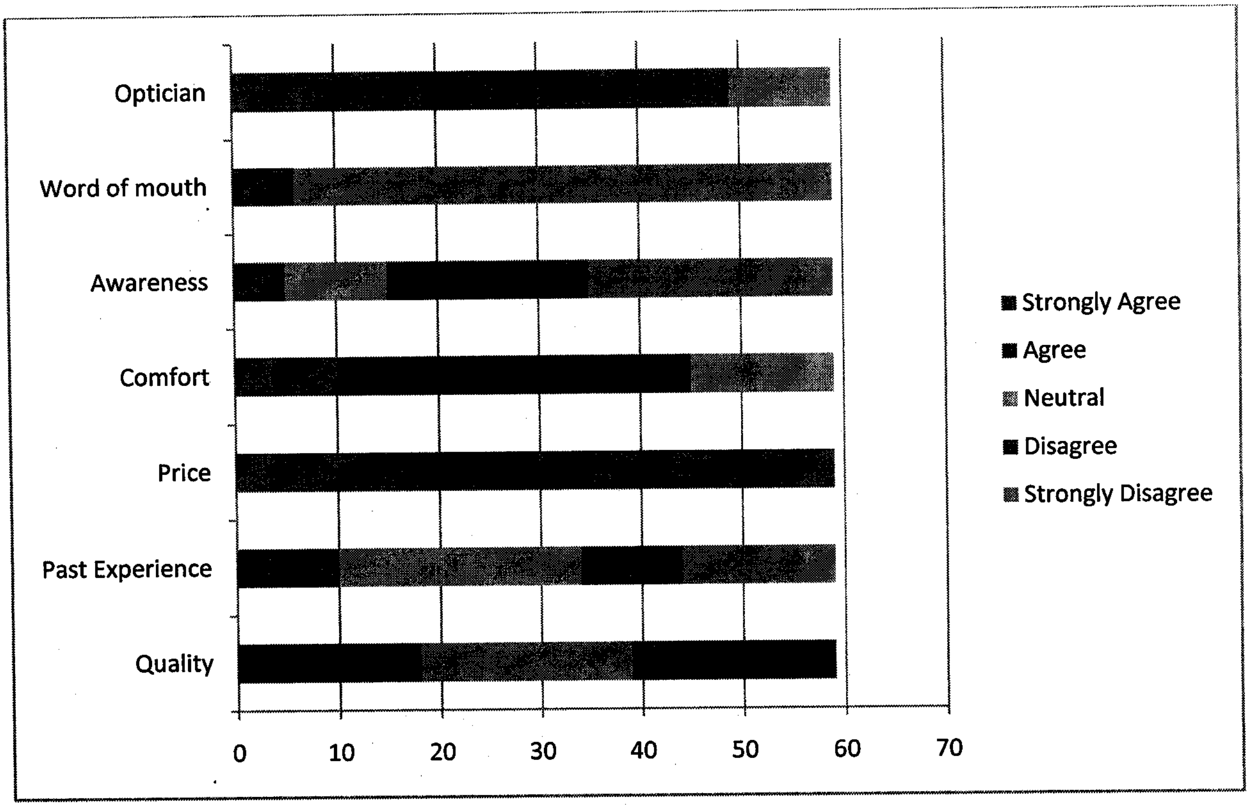
4.1.7 Attributes preferred for choosing branded spectacle lenses.

Inference:

From the above table we can infer that the respondents give more importance to the quality of the lens followed by the optician's suggestion and the awareness while purchasing branded spectacle lens.

4.1.8 Table showing percentage of attributes preferred for choosing unbranded spectacle lenses.

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Quality	Strongly Agree	0	0
	Agree	18	12.0
	Neutral	21	14.0
	Disagree	20	13.3
	Strongly Disagree	0	0
	Total	**59**	**39.3%**
Past Experience	Strongly Agree	0	0
	Agree	10	6.7
	Neutral	24	16.0
	Disagree	10	6.6
	Strongly Disagree	15	10
	Total	**59**	**39.3%**
Price	Strongly Agree	59	39.3
	Agree	0	0
	Neutral	0	0
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**59**	**39.3%**
Comfort	Strongly Agree	10	6.7
	Agree	35	23.3
	Neutral	14	9.3
	Disagree	0	0
	Strongly Disagree	0	0
	Total	**59**	**39.3%**
Awareness	Strongly Agree	0	0
	Agree	5	3.3
	Neutral	10	6.7
	Disagree	20	13.3
	Strongly Disagree	24	16.0
	Total	**59**	**39.3%**
Word of Mouth	Strongly Agree	0	0
	Agree	0	0
	Neutral	0	0
	Disagree	6	4.0
	Strongly Disagree	53	35.3
	Total	**59**	**39.3%**
Optician's Suggestion	Strongly Agree	49	32.6
	Agree	0	0
	Neutral	10	6.7
	Disagree	0	0



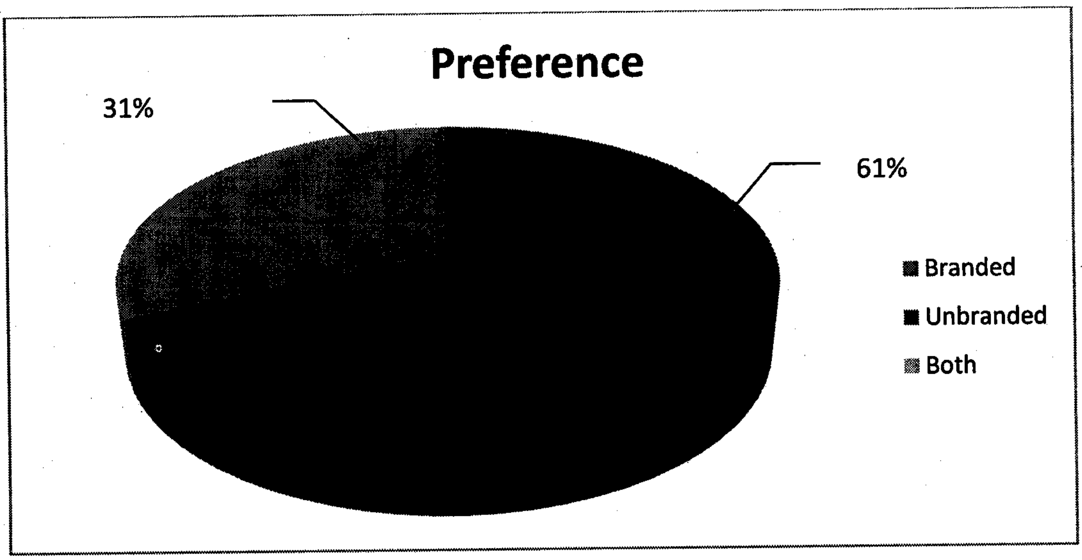
4.1.8 Attributes preferred for choosing unbranded spectacle lenses.

Inference:

The table shows that 39.3% respondents have given their consent to buying unbranded spectacle lenses. The table also shows that price has been the major attribute in choosing an unbranded spectacle lens. Also the optician's suggestion also plays a crucial role in the purchasing of unbranded lens.

4.1.9 Table showing percentage of preference of buying branded, unbranded or both types of spectacle lenses.

Preference	Total No. of respondents	Percentage of respondents
Branded Lens	91	60.7
Unbranded Lens	12	8.0
Both	47	31.3
Total	**150**	**100%**



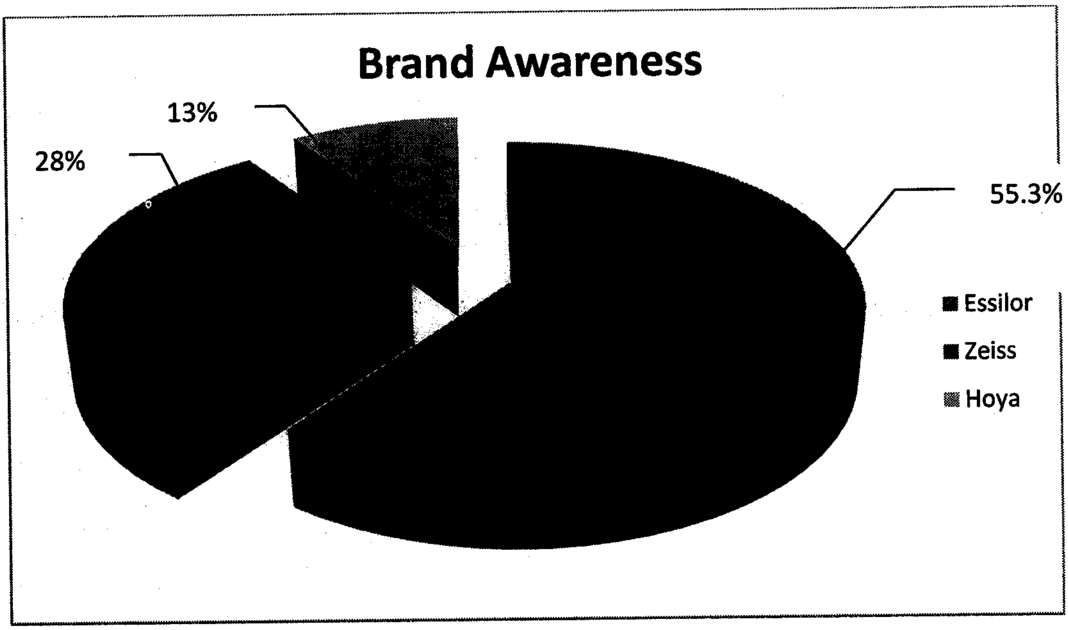
4.1.9 Preference of buying branded, unbranded or both

Inference:

The table shows that nearly 61% of the respondents have shown their preference of buying branded spectacle lenses while only 21% has responded to buying unbranded spectacle lens. 31.3% have opted to buying both branded and unbranded spectacle lens.

4.1.10 Table showing percentage of first brand that comes to the mind of the respondent when they think about Spectacle Lens.

Brand Awareness	Total No. of respondents	Percentage of respondents
Essilor	83	55.3
Zeiss	42	28.0
Hoya	13	8.7
Total	**138**	**92%**



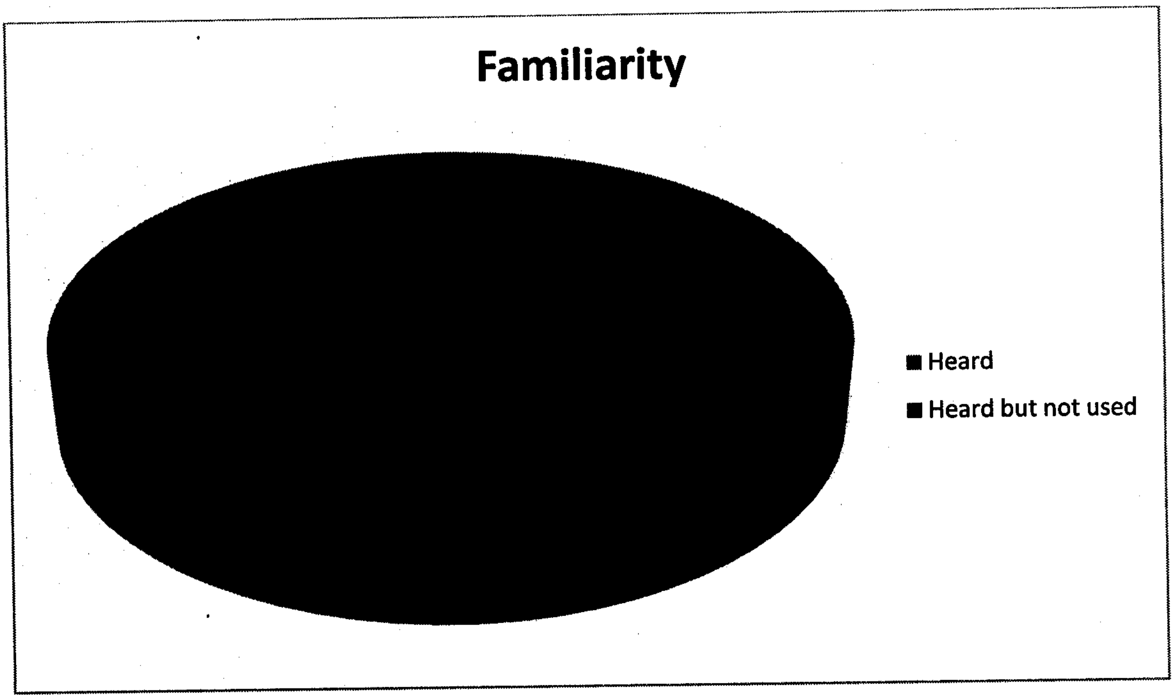
4.1.10 Brand Awareness

Inference:

The above table shows that 92% of the respondents are aware of the branded spectacle lenses while the rest 8% are the ones who are unaware of the branded spectacles. Essilor has the highest brand recognition by the respondents with around 55% of them having

4.1.11 Table showing percentage of familiarity with Essilor brand.

Familiarity	Total No. of respondents	Percentage of respondents
Heard of them	99	71.7
Heard but not used	39	28.3
Never heard	0	0
Total	**138**	**100%**



4.1.11 Familiarity with Essilor brand

Inference:

The above table shows the familiarity of the respondents with Essilor. Its an interesting find that 72% of the respondents are aware of the brand Essilor and are users of the same

4.1.12 Table showing percentage of Influential factors of awareness of Essilor brand.

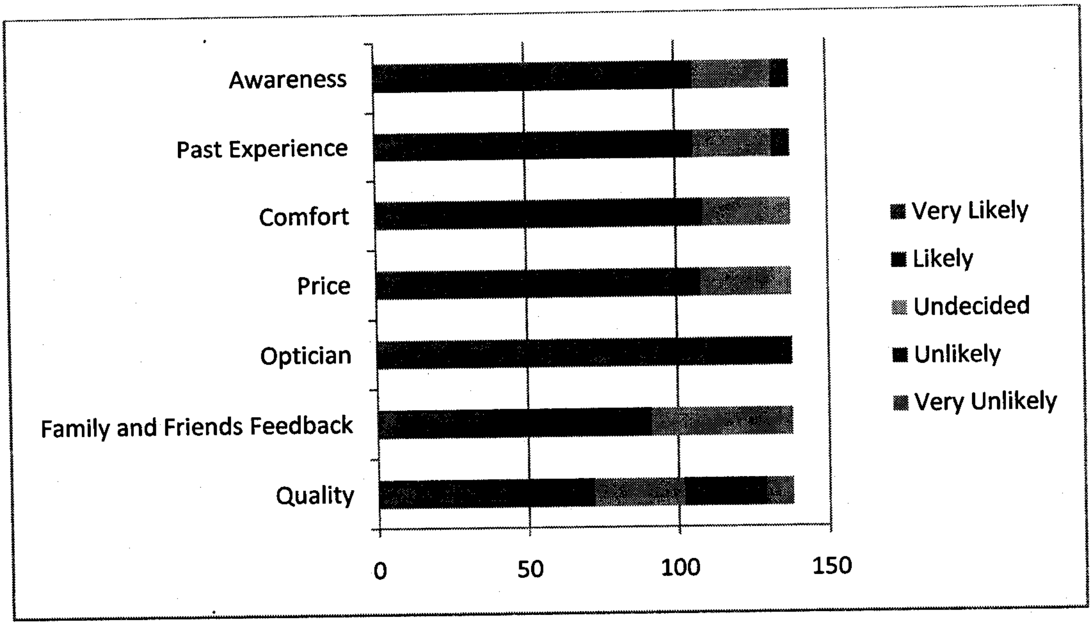
Attributes	Influential level	Total No. of respondents	Percentage of respondents
Optician	Highly Influential	138	92
	Influential	0	0
	Neutral	0	0
	Ineffectual	0	0
	Highly Ineffectual	0	0
	Total	**138**	**92%**
Family and Friends	Highly Influential	0	0
	Influential	23	16.7
	Neutral	45	32.6
	Ineffectual	36	26.0
	Highly Ineffectual	34	24.6
	Total	**138**	**92%**
Television Ads	Highly Influential	4	2.8
	Influential	43	31.1
	Neutral	24	17.3
	Ineffectual	28	20.2
	Highly Ineffectual	39	28.2
	Total	**138**	**92%**
Newspapers/Magazines	Highly Influential	0	0
	Influential	47	34.0
	Neutral	29	21.0
	Ineffectual	21	15.3
	Highly Ineffectual	41	29.7
	Total	**138**	**92%**
Online	Highly Influential	53	38.4
	Influential	41	29.7
	Neutral	23	16.8
	Ineffectual	4	2.8
	Highly Ineffectual	17	12.3
	Total	**138**	**92%**

Inference:

The above table shows that the respondents came to know about the brand Essilor mainly through the opticians with almost 92% accepting it. Also the online features which

4.1.13 Table showing percentage of attributes for preference of Essilor brand.

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Quality	Very likely	47	31.3
	Likely	25	16.7
	Undecided	30	20.0
	Unlikely	27	18.0
	Very Unlikely	9	6.0
	Total	**138**	**92%**
Family and Friends Feedback	Very likely	26	17.3
	Likely	65	43.3
	Undecided	32	21.4
	Unlikely	0	0
	Very Unlikely	15	10
	Total	**138**	**92%**
Optician's Persuasion	Very likely	110	73.3
	Likely	28	18.7
	Undecided	0	0
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**138**	**92%**
Price	Very likely	54	36
	Likely	54	36
	Undecided	30	20
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**138**	**92%**
Comfort	Very likely	57	38.0
	Likely	52	34.7
	Undecided	29	19.3
	Unlikely	0	0
	Very Unlikely	0	0
	Total	**138**	**92%**
Past Experience	Very likely	81	54.0
	Likely	25	16.7
	Undecided	26	17.3
	Unlikely	6	4.0
	Very Unlikely	0	0
	Total	**138**	**92%**
Awareness	Very likely	81	54.0
	Likely	25	16.7
	Undecided	26	17.3
	Unlikely	6	4.0
	Very Unlikely	0	0
	Total	**138**	**92%**



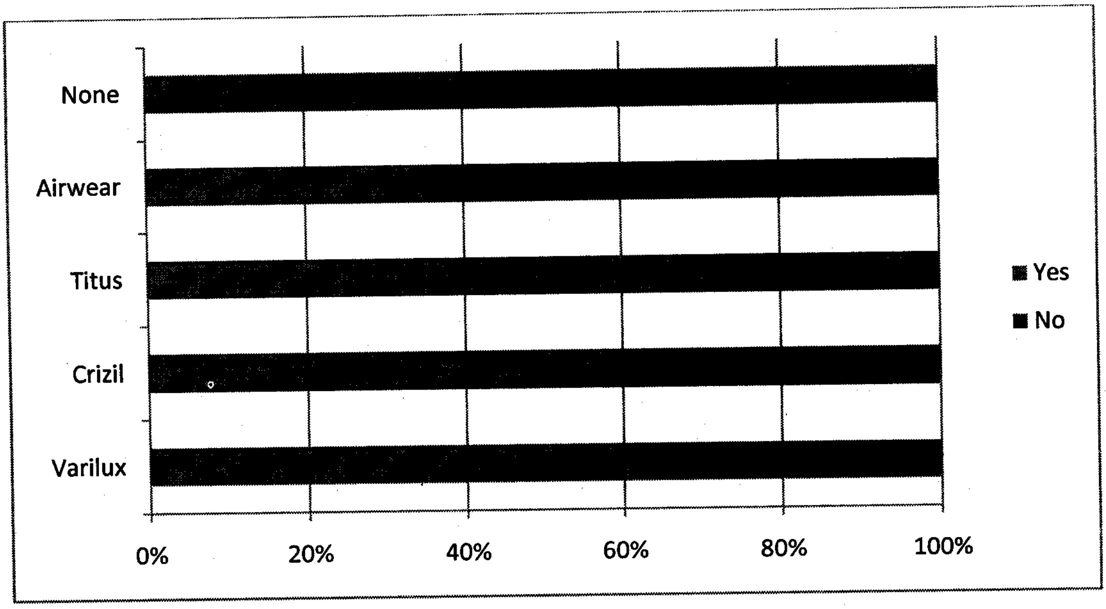
4.1.12 Attributes for preference of Essilor brand

Inference:

73% of the respondents have given Optician's persuasion as their preference to the brand Essilor. The awareness and past experience has been the other factors influencing the preference of respondents towards purchasing Essilor.

4.1.14 Table showing percentage of exposure to the brands – Varilux, Crizal, Titus, Airwear.

Sl No	Purpose	Interval	Total No. of respondents	Percentage of respondents
1	Varilux	Yes	88	58.7
		No	50	33.3
		Total	**138**	**92%**
2	Crizil	Yes	79	52.7
		No	59	39.3
		Total	**138**	**92%**
3	Titus	Yes	92	61.3
		No	46	30.7
		Total	**138**	**92%**
4	Airwear	Yes	52	34.7
		No	86	57.3
		Total	**138**	**92%**
5	None	Yes	1	.66



4.1.13 Exposure to the brands – Varilux, Crizal, Titus, Airwear.

Inference:

The above table shows the awareness level of the sub-brands of Essilor. Nearly 91% of the total respondents are aware of the brands.

4.1.15 Table showing percentage of awareness of the brands – Varilux, Crizal, Titus, Airwear as brands of Essilor

Awareness	Total No. of respondents	Percentage of respondents
Yes	82	54.7
No	56	37.3
Total	**138**	**92%**

Inference:

The above table shows that only 54% of the total respondents are aware that the

4.1.16 Table showing percentage of preference for place of purchase of spectacles.

Awareness	Total No. of respondents	Percentage of respondents
Separate optic showrooms	75	50
Optic showrooms in eye care hospitals	20	13.3
Both	55	36.7
Total	**150**	**100%**

Inference:

Nearly 50% of the respondents have opted for purchase of spectacle lenses in separate optic showrooms. While 37% of the respondents have preferred to purchase spectacles from both these places and the rest 13% have opted for optic showrooms in eye care hospitals.

4.1.17 Table showing percentage of awareness of branded spectacle lenses in coherence with the place of purchase of spectacles.

Place of Purchase	Awareness of branded spectacle lens			
	Yes	**Yes%**	**No**	**No%**
Separate optic showrooms	75	100%	0	-
Optic showrooms in eye care hospitals	4	20%	16	80%
Both	50	91%%	5	9%

Inference:

The above table suggests that 50% of the respondents who prefer purchasing from separate optic showrooms have 100% awareness of branded spectacle lenses. Whereas only 20% of the 20 respondents who have preferred purchasing form Optic showrooms in eye care

4.2 Factor Analysis

4.3.1 Table showing KMO Barlett's test for Tech specs of SUV

S.No	KMO and Bartlett's Test	Value
1	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.632
2	Sig.	.000

The KMO and Bartlett's test shows a value greater than .5 and significance is less than 0.05 so we can apply factor analysis for this set of data.

4.3.2 Table showing factor analysis for specs of spectacle lens

Particulars	Factor 1	Factor 2	Factor 3
Brand	0.535		
Quality	0.726		
Price	0.574		
Optician	0.739		
Awareness		0.472	
Past Experience		.850	
Durability		.798	.800
Comfort			.755
% of variance	21.891	20.467	20.125
Cumulative % of variance	21.891	42.358	62.484

Inference:

The above mention 8 factors are able to measure 63 % of details what a consumer looks for before buying a spectacle lens. These 9 Factors can be clubbed in to three groups as shown in the table above.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 5

Findings, Suggestions and Conclusion

5.1 Findings

- The study unveils that majority of Spectacle users are of the age more than 50 years, mostly female.

- From the study we can understand that the main purpose of using spectacles is for correction of eye sight and prolonged PC exposure.

- The study unveils that respondents using spectacle for eye sight correction mainly use Single Vision lens and Progressive Lens. This depicts that the respondents are aware of the kind of lens they are using.

- From the study we can understand that the while purchasing the spectacles the nearly 79% of the respondents enquire about the lenses. The rest 21% who do not enquire believes that the optician's suggestion is more trustworthy.

- It was found that of the 79% respondents who enquire about the spectacles most of them gives importance to the Optician's suggestion and the Brand of the lens.

- Almost 92% of the respondents are aware of the branded lenses.

- From the study we can see that 61% of the respondents prefer buying branded lenses, 8% prefer buying unbranded lenses and the rest 31% prefer buying both.

- The study unveils that most of them are influenced to buy the branded spectacle lenses because of the quality assurance and the optician's suggestion.

- From the study we can understand that the respondents who go for unbranded are influenced mainly because of the price of those lenses.

- The study unveils that 83% of the respondents remember Essilor Brand as the first name that comes to their mind when they think about Spectacle lens.

- The study also tells that 66% of the respondents have heard of the lens and are using it. While 26% have heard but not used them. But a meagre 8% are not aware of the Essilor brand. This category falls under the respondents who are unaware of the branded spectacle lenses.

- From the study we can understand that most of the respondents are familiar with Essilor because of the the Optician followed by Online sources like promotional videos and mails.

- The study unviels that nearly 73% of the respondents agree that the Optician's persuaion has been a very likely attribute that makes them Essilor preferable.

- 91% of the respondents were aware of the sub-brands of the Essilor and 82% of them recognised the association of those brands with Essilor.

- The study suggests that 50% of the respondents who prefer purchasing from separate optic showrooms have 100% awareness of branded spectacle lenses. Whereas only 20% of the 20 respondents who have preferred purchasing form Optic showrooms in eye care hospitals have awareness of the branded spectacle lenses.

- From the factor analysis we understand that 8 factors are able to measure 63 % of details what a consumer looks for before buying a spectacle lens. These 8 Factors can be clubbed in to three groups.

5.2 Suggestions

Through this study it is evident that the brand perception of Essilor is favourable to the company's vision. However the recent developments like contact lenses can hinder the company's growth as the company does not cater to those needs. The study has unveiled that the optician plays a major role in educating the customers regarding the various lenses. Thereby the company should strengthen its promotional activity so as to attract more customers.

5.3 Conclusion

From this study we understood that its the optician who holds an upper hand in this segment. As spectacles lenses are no separate product, the customers are not that exposed to this very well. Although the customer has knowledge in this segment their buying behaviour is mainly driven by the optician's suggestion in both cases; branded and unbranded lenses. So Essilor evidently the market leader in this segment should try to sustain this position through a strong promotional activity attracting and educating its end users.

5.4 Scope for further study

The future scopes are

- ✓ Increasing the geographical boundary of the study and extending it to other parts of Coimbatore and in new districts also, as this study is done only within Coimbatore city.
- ✓ The respondents chosen here are only those who were found wearing spectacles. It could be done even to those who use them occassionaly.
- ✓ The sample size is small because of the time constraint but in future we can increase the sample size which will be favorable for doing in depth analysis.

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KCT BUSINESS SCHOOL

essilor
WORLD NO.1 IN SPECTACLE LENSES

Questionnaire

A Study on the Consumer Awareness of Branded Spectacle Lenses and Consumer Reception of the Brand "ESSILOR"

Age :- ☐ 20 – 29 years ☐ 30 – 39 years ☐ 40 – 49 years
☐ 50 – 59 years ☐ 60 years and above

Gender :- ☐ Male ☐ Female

Monthly Household Income: -
- ☐ less than Rs15000
- ☐ Rs 15000 – Rs 25000
- ☐ Rs 25001 – Rs 35000
- ☐ Rs 35001 – Rs 45000
- ☐ Rs 45001 – Rs 55000
- ☐ Above Rs 55000

Occupation: -
- ☐ Student
- ☐ Employed
- ☐ Business
- ☐ Professional
- ☐ Senior citizens

Qualification:-
- ☐ School Final
- ☐ UG/Diploma
- ☐ Professional Course
- ☐ PG
- ☐ Others

1. What is your purpose of using Spectacles? *(tick one or more)*

☐ For correction of eyesight **(if you have selected this answer Q.1A)**

☐ Protection from Sun rays

☐ Prolonged exposure to PC

☐ Fashion/Trend

☐ For Driving purposes

☐ For Sports

☐ For Special purposes

(i.e. safety – glasses for construction site workers,etc)

☐ Others ________________ (Please Specify)

1.(A) If you have answered "(i)" for the previous question then what kind of spectacle lens are you wearing? *(tick one or more)*

☐ Single Vision

☐ Bifocal

☐ Trifocal

☐ Progressive

☐ Reading

☐ I am not sure

2. Have you enquired about the kind of lens used in your spectacle before buying them?

☐ Yes ☐ No

3. (A) If NO, why didn't you enquire?

☐ Lack of knowledge

☐ Optician's suggestion matters the most

☐ Did not consider it so important

(B) If YES, rate the attributes/features you look for in the lenses used in your spectacles before you buy them according to their IMPORTANCE. *(put a tick mark in the preferred cell)* .

	Very Likely	**Likely**	**Undecided**	**Unlikely**	**Very Unlikely**
Brand					
Comfort					
Price					
Durability					
Past Experience					
Optician's suggestion					

4. Are you aware of the following development/developments in the Spectacle lenses? *(Rate your answer to the corresponding rating given as under)*

i) I've heard of them

ii) I've heard of them, but I've never used their products

iii) I've never heard of them

☐ Lenses that reduce eye-fatigue – *antifatigue lenses*

☐ Lenses which help sharpen visual clarity - *progressive lenses*

☐ Impact-resistant than regular plastic lenses – *polycarbonate lenses*

☐ Lenses that diminish glare from flat, reflective surfaces – *polarized lenses*

☐ Coating to reduce glare &for better night vision –*anti-reflection coated lenses*

☐ Special internal changes i.e. darkens in bright conditions and quickly return to normal in ordinary conditions or in night –*photo chromic lenses*

☐ None of the above

(A) If YOU ARE HEARD OF ATLEAST ONE DEVELOPMENT, Rate the means through which you came to know about the development on the basis of their influence?*(tick in the preferred cell)*

	Highly Influential	Influential	Neutral	Doesn't make any difference	Negligable
Word of mouth					
Optician					
Family and Friends					
Television Ads					
Newspapers/Magazines					
Online					
Others(Pl specify)					

5. ***Are you aware of branded Spectacle Lenses?***

☐ Yes ☐ No **(If this is your answer, skip to Q.15)**

6. ***What is your preference of buying Spectacle lenses?***

i) Branded ii) Unbranded iii) Both **(if this is your choice, then answer both Q.7A &7B)**

7. ***If your answer to the previous question is:-***

(A) "BRANDED" – Rate the reasons for choosing them on a scale of 5*(tick in the preferred cell)*

	Strongly Agree	*Agree*	*Neither Agree/Disagree*	*Disagree*	*Strongly Disagree*
Status					
Past Experience					
Quality					
Price					
Comfort					
Awareness					
Word of mouth					
Optician's suggestion					

(B) "UNBRANDED", Rate the reasons for choosing them on a scale of 5 *(tick in the preferred cell)*

	Strongly Agree	***Agree***	***Neither Agree/Disagree***	***Disagree***	***Strongly Disagree***
Quality					
Past Experience					
Price					
Comfort					
Awareness					
Word of mouth					
Optician's suggestion					

8. *What are the following brands that you are aware of:*

i) Essilor ☐ ii) Zeiss ☐ iii) Hoya ☐ iv) Others ________________ (Please Specify)

v) None **(If this is your answer skip to question15)**

9. *How familiar are you with the brand name ESSILOR*

i) I've heard of them ☐

ii) I've heard of them, but I've never used their products ☐

iii) I've never heard of them ☐ **(If this is your answer, skip to question15)**

(A) If your answer to the previous question was '(i)' or '(ii)' how did you come to know about Essilor? *(Tick in the preferred cell)*

	Highly Influential	**Influential**	**Neutral**	**Doesn't make any difference**	**Negligible**
Optician					
Family and Friends					
Television Ads					
Newspapers/Magazines					
Online					

10. ***Why do you prefer ESSILOR from other brands? Rank according your preference from Strongly agree to Strongly disagree (5 to 1)***

i) Quality ☐ ii) Family and friends feedback ☐ iii) Optician's persuasion ☐

iv) Price ☐ v) Comfort ☐ vi) Past Experience ☐ vii) Awareness ☐

viii) Others ____________________ (Please Specify)

11. ***Which of the following brand/brands are you aware of?*** *(Rank in order of awareness)*

i) Varilux ☐ ii) Crizal ☐ iii) Titus ☐ iv) Airwear ☐ v) None ☐

(If this is your answer skip to Q.13)

12. ***Did you know that the above mentioned brands are from ESSILOR?***

i) Yes ☐ ii) No ☐

13. ***Which is your preference for the place of purchase of spectacles?***

i) Separate Optic showrooms ☐ ii) Optic showrooms in eye care hospitals ☐

iii) Both ☐

14. ***How do you think awareness about branded Spectacle lenses can be spread?***

(Please give your views)