

# **“Managing Customer Experience in an Evolving Digital Marketing World”: A Study of Factors Influencing Customer Experience using Virtual Reality in U.P. West**

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## **ABSTRACT**

As the world is becoming increasingly digital, companies are adopting various techniques and strategies to maintain the pace with the changing customer experiences. This concept recognizes that customers are the most important aspect of any business, and their needs and preferences should be the primary focus of a company's marketing efforts. The customer takes into account various aspects while deciding upon the brand before buying it like product quality, pricing, product reviews, etc. The challenges are there while making purchase through any online platform that has become the routine of almost all customers, which may be for apparels, footwear's, electrical appliance or any eye wears etc.

With the changing lifestyle and increasing adoption of luxurious accessories, the eye wear makers focus on developing an attractive one for the customers. They are introducing new designs and patterns to quickly respond to the ongoing fashion trends and attract fashion enthusiasts. The continuous efforts of the leading market players to acquire new customers, engage them and retain the existing ones are positively influencing the market trend which can only be possible through the continuous improvisation of customer experiences through online cum offline mode. It has implemented various digital marketing strategies to enhance its customer experience, including an innovative online shopping platform that offers customers a virtual try-on experience like 'try at home', where customers can try eyewear at home before making a purchase, and 'click and collect', where customers can order online and pick up their order from a nearby store and many more. The objectives of this research paper are to find the factors affecting customer decisions for buying spectacles and goggles using Technology, Also, it will find out the areas where company can work to enhance customer engagement and experience. It will focus on improving the company's competitiveness in the Indian eyewear market by enhancing customer experience, optimizing operations, and staying ahead of market trends. The research paper will undergo descriptive study with the help of collecting primary data from the respondents sample from UP WEST.

**Keywords: Customer Experience, Customer Retention, Digital platforms.**

## **1. INTRODUCTION**

Customer is a king" is a commonly used expression in marketing that emphasizes the importance of customers in driving business success. This concept recognizes that customers are the most important aspect

of any business, and their needs and preferences should be the primary focus of a company's marketing efforts.

In today's competitive marketplace, customers have more choices than ever before. They can easily switch from one brand to another based on their experience and satisfaction levels. Therefore, companies must understand their customers' needs, wants, and preferences to build a strong and loyal customer base.

By focusing on the customer, companies can improve their products and services to meet their expectations, offer excellent customer service, build lasting relationships, and enhance their reputation. A satisfied customer can become an advocate for the brand, leading to positive word-of-mouth marketing, increased sales, and higher profits.

In this modern era, the virtual reality has altered the modus through which the businesses are engaging and operating their customers. Those companies who prioritize the customer experience outperform their peer. The changing lifestyle patterns and increasing adoption of luxurious accessories the eyewear makers focus on developing attractive and affordable eyewear. They are introducing new designs and patterns to quickly respond to the ongoing fashion trends and attract fashion enthusiasts. The continuous efforts of the leading market players to acquire new customers and retain the existing ones are positively influencing the market statistics.

Lenskart has implemented various digital marketing strategies to enhance its customer experience. Lenskart is an Indian eyewear company that was founded in 2010 by Peyush Bansal. It is headquartered in Faridabad, Haryana and has retail stores across India. The company primarily sells eyeglasses, sunglasses, and contact lenses through its online and offline channels.

If you want to buy eyeglasses online in a premium quality but you are not sure if you should look good in it because you want to check how it looks on you first, then we have the best news for you! With the 3D trial-on feature at Lenskart, you can actually see how the frames will look on you at 180 degrees. Lenskart has developed its own technology for 3D try-on, which allows customers to virtually try on glasses before purchasing.

3D Try-on can be done in simple steps. Just turn on your webcam and try on different frames online. You have plenty of colours and designs to choose from by using 3D try-on technology.

Lenskart also offers home eye check-ups through its "Home Eye Check-up" service, which is available in select cities in India (Mumbai, Bangalore, Chennai, Hyderabad, Kolkata, Pune, Delhi, Gurgaon, Noida, Faridabad, and Ghaziabad).

A big shout out to all the spectacle wearers! What if we say you do not have to travel to get your eyes checked, change prescription lenses, or buy a new pair of eyeglasses? Lenskart offers home eye check-ups through its "Home Eye Check-up" service, which is available in selected cities in India (Mumbai, Bangalore, Chennai, Hyderabad, Kolkata, Pune, Delhi, Gurgaon, Noida, Faridabad, Ghaziabad). Lenskart home try-on offers an end-to-end service that includes eye check-ups, product selection, customization, and quick delivery at home. How useful! For those who do not wear glasses, but are experiencing mild

headaches, seeing blurry visuals, or squinting while reading, the Lenskart home eye check-up service is what you need. The eye check-ups conducted will help you identify your eye problems if any.

In addition to its own brand of eyewear, Lenskart also offers a wide range of international eyewear brands on its platform. The company has been recognized as one of the fastest-growing companies in India, and has received several awards for its innovative business model and customer service.

#### LENSKART LOGO



## 2. LITERATURE REVIEW

| S.NO. | STUDY/YEAR                                  | AUTHOR                         | REVIEW/FINDINGS                                                                                                                                                                                                   |
|-------|---------------------------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.    | Defining Customer Experience                | Lianxi Zhou and Daniel Z. Ding | Customer experience refers to the customer's perception of their interactions with a company. It includes all touchpoints , from the initial point of contact to post-sale support.                               |
| 2.    | Personalization                             | Epsilon                        | Personalization involves tailoring content, messaging, and interactions to individual customers. Personalized emails have a 29% higher open rate and a 41% higher click-through rate than non-personalized emails |
| 3.    | Omni channel Experience                     | Harvard Business Review        | An omnichannel experience involves providing a seamless experience across all channels, including online and offline.                                                                                             |
| 4.    | Strategies for managing Customer Experience | Holliman & Rowley, 2014        | Business strategy is to use customer journey mapping to identify pain points and areas for improvement in the customer journey.                                                                                   |

|     |                                                                                  |                                                                             |                                                                                                                                                                                                                                                                                             |
|-----|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.  | Marketing Strategies                                                             | Dr. Esha Jain, Ashank Yadav<br>2017                                         | The paper is focused over understanding new developments which had influenced modern daymarketing. The paper also discuss the concepts of technology which changed the perspective of marketing                                                                                             |
| 6.  | Challenges of managing Customer Experience                                       | Gupta & Kim, 2018                                                           | There is a challenge of managing data privacy and security, as customers are increasingly concerned about how their personal data is collected and used by businesses.                                                                                                                      |
| 7.  | Digital Transformations                                                          | Olga Fokina and Sergey Barinov,2019                                         | The article describes the changes in the preferences and behaviour of customers in the post-industrial economy under the influence of digital transformations.                                                                                                                              |
| 8.  | Positive association between customer experience management and customer loyalty | Forbes Makudza,2020                                                         | The dimensions of customer experience management, namely virtual interaction, physical interaction and service interaction, were also found to be statistically significant in explaining customer                                                                                          |
| 9.  | Customer Services                                                                | A. Singh and S. S. Choudhary (2019                                          | Lenskart's online platform provides a seamless shopping experience for customers, with a wide range of products and affordable prices. The "Try at Home" program and the "Home Eye Check-Up" program have also been successful in attracting customers and improving customer satisfaction. |
| 10. | Digital Eye                                                                      | Salal Khan, Shahreen Khan Md Zakariya Midya, Iqra Jamal Khan, Mohd. Raghieb | This review provides evidence that digital eye strain is a very common condition in this digital era, throughout this lockdown Period, prevalence and uses of digital devices were increased.                                                                                               |

### **3. RESEARCH METHODOLOGY**

This study is conducted with the help of primary and secondary data. When conducting research on the eyewear industry, it is important to consider factors such as market trends, consumer preferences, industry regulations, and technological advancements. By using a rigorous and systematic research methodology, you can generate valuable insights into the eyewear industry and its key players.

#### **OBJECTIVE OF STUDY:-**

- 1) To find out the factors affecting customer decision for buying eyewear using virtual reality in U.P. West region.
- 2) To explore the areas where company can work in which they can be benefited.
- 3) To find out the positive or negative responses of customers while purchasing virtually.

#### **AREA OF STUDY:-**

The eyewear industry is a diverse field that encompasses many different areas of study. Here are some of the key areas of study that could be relevant to the eyewear industry:

1. Fashion and design: Eyewear is not just a functional item; it is also a fashion accessory.
2. Consumer behaviour and psychology: Understanding why consumers choose one brand of eyewear over another is an important aspect of the eyewear industry.
3. Lenskart falls under the umbrella of e-commerce, with a specific focus on the online sale of eyewear.

#### **RESEARCH DESIGN:-**

The research design in this work is Descriptive Design.

#### **UNIVERSE OF STUDY:-**

The universe of this study is U.P. West region(Bareilly, Rampur,Baheri, Pillibhit) .

#### **SOURCE OF STUDY:-**

##### **1. PRIMARY DATA**

For the successful conduct of this research, the primary survey was done with the help of a questionnaire and data collected was analysed to find out the objectives of the research. The questionnaire was prepared to find out the determinants which have an influence on customer experience with the using of digital platforms.

##### **2. SECONDARY DATA**

The secondary data has been collected from different sources like Internet, newspaper, magazines, Research paper being conducted previously on customer experience or Lenskart and online other sources.

#### **SAMPLE SIZE:-**

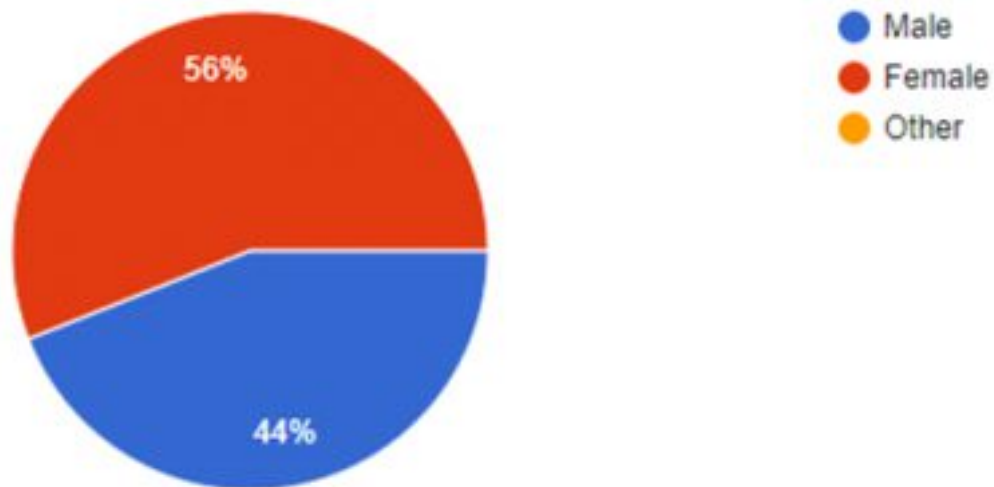
The sample size of this research is limited to 100 respondents.

## QUESTIONNAIRE DEVELOPMENT:-

The structured questionnaire has been used to collect primary data which was administered personally to the Lenskart, eyewear industry. The questionnaire was quantitative type. The Likert scale (5 points) was used for the respondent to indicate a degree of agreement or disagreement with a series of statements about the stimulus objects.

### 4. DATA INTERPRETATION OF DEMOGRAPHIC PROFILE

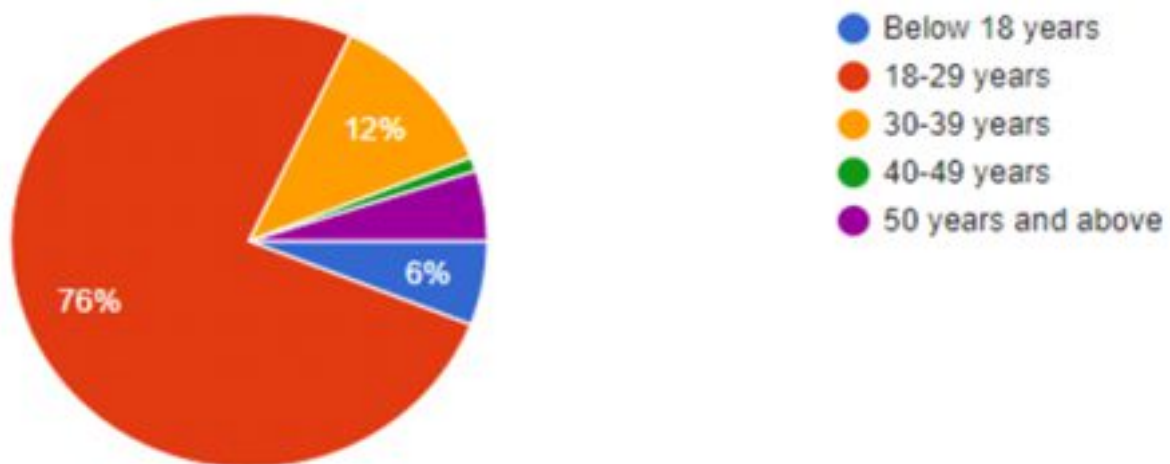
#### GENDER



**FIGURE NO. 6.1: Graphical representation of Gender of Respondents**

According to the above data, out of 100 respondents there are 56% Female and 44% are Male. On the basis of above graph, Female are in majority while Males are in minority.

#### AGE GROUP

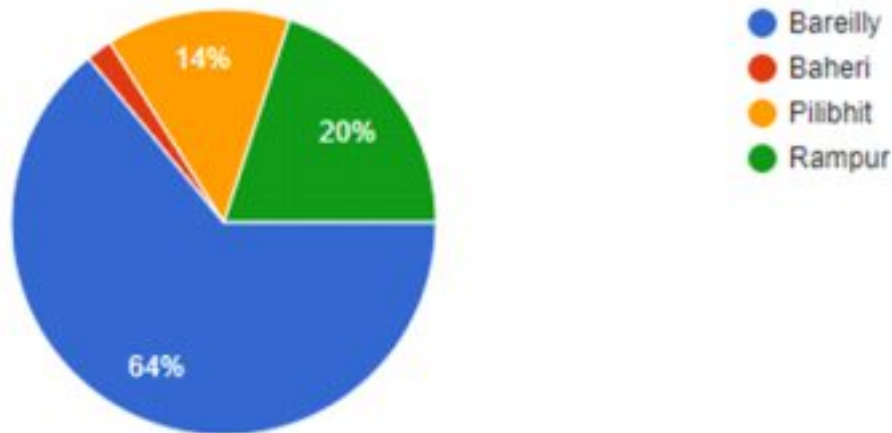


**FIGURE NO. 6.2 : Graphical representation of Age Group of Respondents :**

The above figure shows frequency distribution on the basis of Age Group. Out of 100 respondents, it is observed that 6% of the respondents are aged below 18, 76% of the respondents are between 18-29 years, 1% of the respondents are aged between 40-49, 5% of the respondents are 50 years and above.

From the above graph, we can interpret that maximum respondent are in the age group of 18-29 and the least respondents can be seen under the age group of between 40-49.

#### 1. RESIDENTIAL AREA

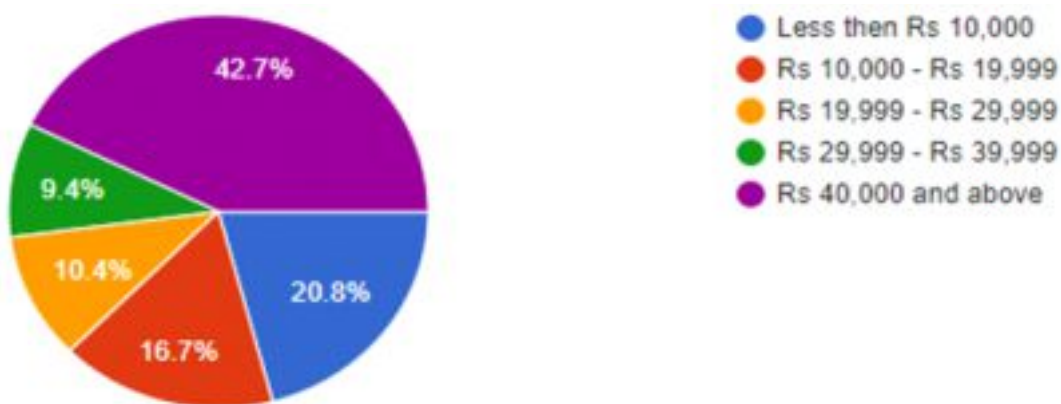


**FIGURE NO. 6.3 : Graphical representation of residential area of Respondents:**

The above figure shows frequency distribution on the basis of residential area. Out of 100 respondents, it is observed that 64% of the respondents are from Bareilly, 2% of the respondents are from Baheri , 14% of the respondents are from Pillibhit , 20% of the respondents are from Rampur.

From the above graph, we can interpret that maximum respondent are from the Bareilly and the least respondents can be seen from the Baheri.

#### HOSUSEHOLD INCOME

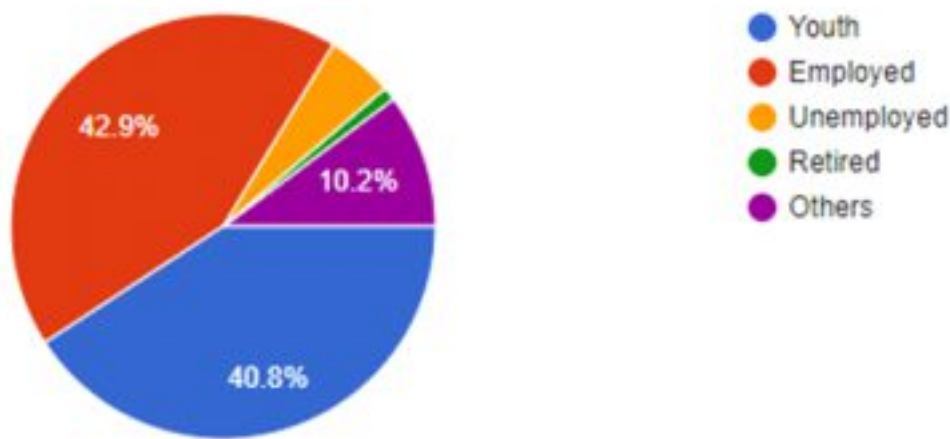


**FIGURE NO. 6.4: Graphical representation of Household Income of Respondents:**

The above figure shows frequency distribution on the basis of Household Income of respondents. Out of 100 respondents, it is observed that 20.8% of the respondents having Household Income of less than Rs.10,000, 16.7% of the respondents are having Household Income in between Rs.10,000- Rs.19,999, 10.4% of the respondents are having Household Income in between Rs.29,999-Rs.39,999, 42.7% of the respondents are having Household Income in Rs.40,000 and above.

From the above graph, we can interpret that maximum respondent are having Household Income above Rs.40,000 and the least respondents can be seen under the group of Rs.29,999-Rs.39,999.

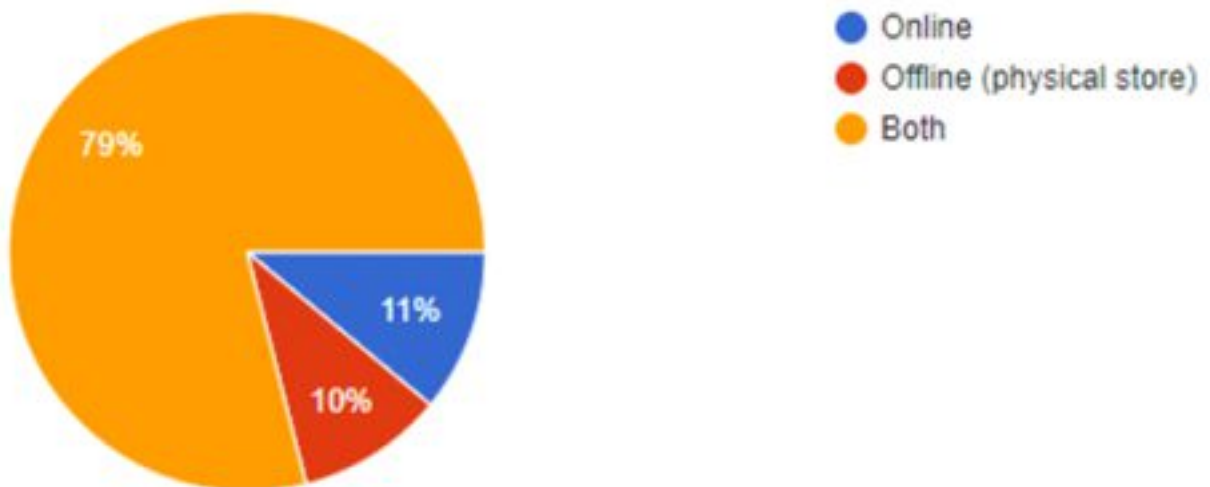
### OCCUPATION



**FIGURE NO. 6.5: Graphical representation of Occupation of Respondents:**

According to the above data, out of 100 respondents, 40.8% of them are engaged in Youth, 42.9% are Employed, 5.1% are engaged in Unemployed, 1 % are providing retired and 10.2% are involved in other occupation. On the basis of above graph, People engaged in Employed are more and least of them are involved in Retired.

### MODE OF SHOPPING

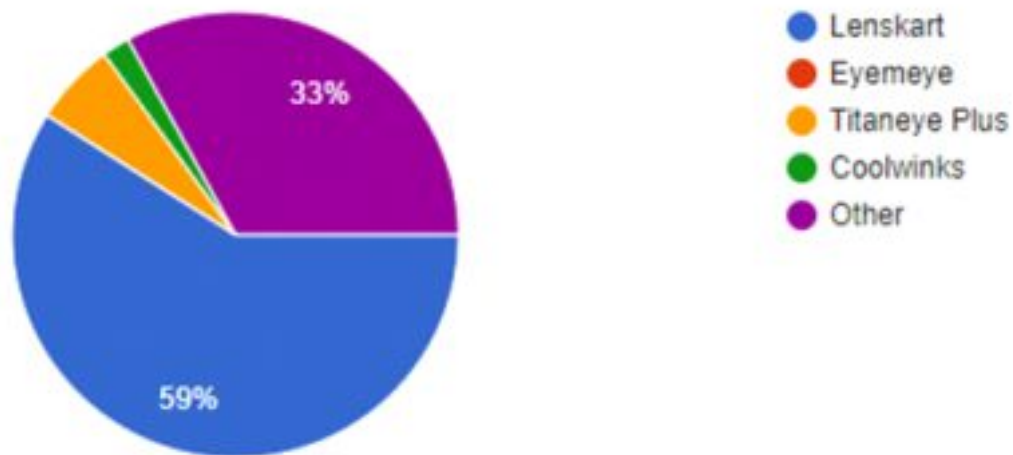


**FIGURE NO. 6.6: Graphical Representation of mode of shopping of Respondents: -**

According to the above data, out of 100 respondents, 11% of them are using online mode, 10% of them are using offline mode and 79% of them are using both modes.

On the basis of above graph, most of the respondents are using both modes to do shopping.

## APPLICATION USED FOR PURCHASING EYE WEAR

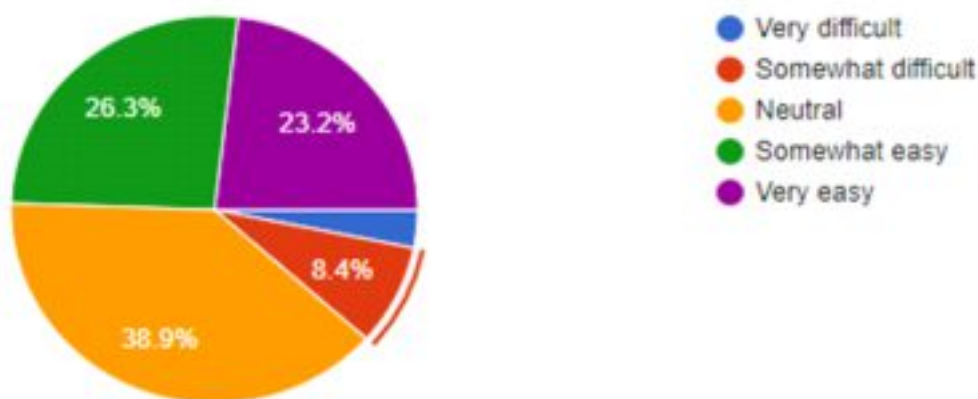


**FIGURE NO. 6.7: Graphical Representation of application used for purchasing eyewear of Respondents: -**

The above figure shows frequency distribution on the basis of application used for purchasing power of respondents. Out of 100 respondents, it is observed that 59% of the respondents are using Lenskart application, 6% of the respondents are using Titaneye Plus, 2% of the respondents are using Coolwinks, 33% of the respondents are using other platforms.

On the basis of above graph, most of the respondents are using Lenskart and least of the respondents are using Coolwinks.

### How easy was it to navigate Lenskart's website or app to order eyewear products?



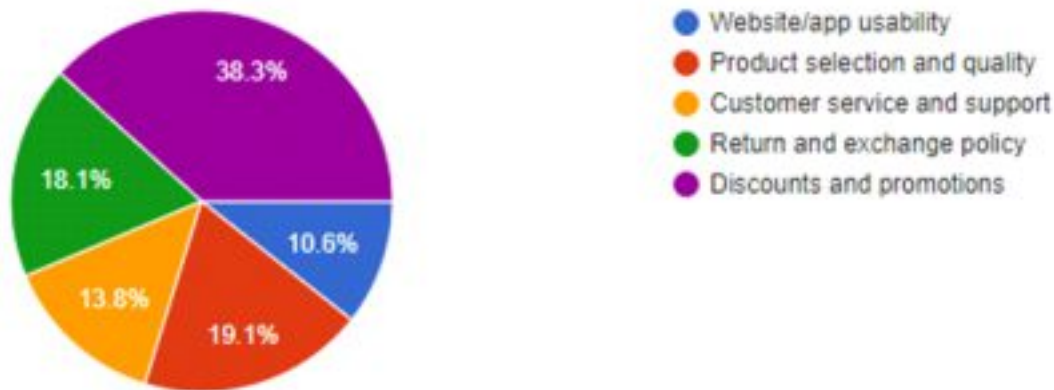
**FIGURE NO. 6.8: Graphical Representation of how easy was it to navigate Lenskart's website or app to order eyewear products of Respondents: -**

The above figure shows frequency distribution on the basis of how easy was it to navigate Lenskart's website or app to order eyewear products? Out of 100 respondents, it is observed that 3.2% of the respondents are found very difficult, 8.4% of the respondents are found somewhat difficult, 38.9% of the respondents are found

neutral, 26.3% of the respondents found somewhat easy, 23.2% of the respondents are found very easy.

From the above graph, we can interpret that maximum respondent are found neutral and the least respondents are found very difficult to use.

**Is there anything you think Lenskart could improve upon to enhance the customer experience?**

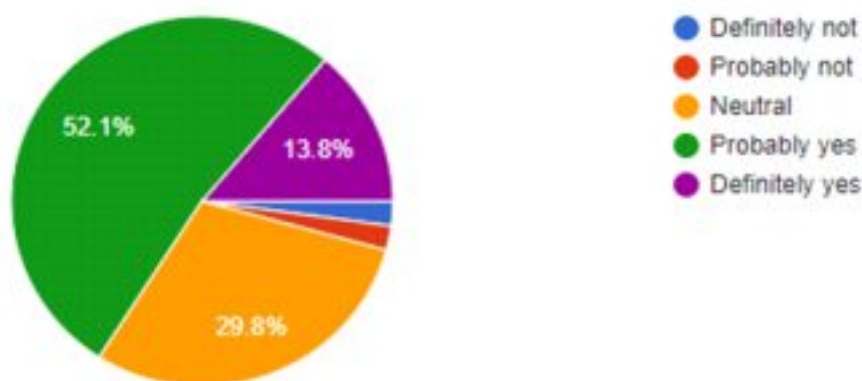


**FIGURE NO. 6.9: Graphical Representation of is there anything you think Lenskart could improve upon to enhance the customer experience of Respondents: -**

The above figure shows frequency distribution on the basis of Is there anything you think Lens kart could improve upon to enhance the customer experience? Out of 100 respondents, it is observed that 10.6% of the respondents suggest to improve the website/app usability, 19.1% of the respondents suggest to improve the product selection and quality , 13.8% of the respondents suggest to improve the customer service and support , 18.1% of the respondents suggest to improve the return and exchange policy, 38.3% of the respondents suggest to improve the discounts and promotions .

From the above graph, we can interpret that maximum respondent suggest to improve the discount and promotion offers and the least respondents suggest to improve the website and app usability.

**Would you recommend Lenskart to others looking to purchase eyewear?**



**FIGURE NO. 6.10: Graphical Representation of would you recommend Lenskart to others looking to purchase eyewear of Respondents: -**

The above figure shows frequency distribution on the basis of would you recommend Lenskart to others looking to purchase eyewear? Out of 100 respondents, it is observed that 2.1% of the respondents would recommend Lenskart to others definitely not, 2.1% of the respondents would recommend Lenskart to others probably not, 29.8% of the respondents would recommend Lenskart to others neutrally, 52.1% of the respondents would recommend Lenskart to others probably yes, 13.8% of the respondents would recommend Lenskart to others definitely yes.

From the above graph, we can interpret that maximum respondent would recommend Lenskart to others probably yes and the least respondents would recommend Lenskart to others probably not and definitely not.

## **5. CONCLUSION**

Lenskart is a popular Indian eyewear company that has revolutionized the way people buy glasses and contact lenses. Through their online platform and offline stores, they offer a wide range of eyewear products at affordable prices. Based on the research conducted on the customer experience of Lenskart, it can be concluded that the company has been successful in providing a seamless and satisfactory experience to its customers. The study found that Lenskart's website and mobile application are user-friendly and provide easy navigation and product search options. The company's virtual try-on feature, which allows customers to try on glasses virtually, was also appreciated by the customers. The research further revealed that Lenskart's customer service team was responsive and efficient in addressing customer queries and concerns. The company's 24x7 customer support was also appreciated by the customers. Additionally, Lenskart's delivery and return policies were found to be customer-friendly and hassle-free. However, the study also identified some areas where Lenskart can improve its customer experience. These include reducing the delivery time, increasing the availability of certain products, and enhancing the accuracy of virtual try-on feature. Overall, Lenskart has been successful in providing a satisfactory customer experience through its user-friendly website and application, efficient customer service, and customer-friendly policies. The company can further improve its customer experience by addressing the identified areas of improvement.

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