Research Report: Consumer Profiling of Fashion Eyewear Consumers in India

Background

Fashion eyewear has evolved from being a mere necessity to a significant style statement in India. With a growing emphasis on personal style and fashion, understanding the psychographics, interests, value systems, role models, buying journey, and preferred channels of fashion eyewear consumers is essential for effective market positioning and strategy development.

Objectives

1. **Psychographics**: Identify the personality traits, lifestyle choices, and attitudes of fashion eyewear consumers.
2. **Interests**: Explore the hobbies, activities, and areas of interest that resonate with these consumers.
3. **Value Systems**: Understand the core values and beliefs that influence their purchasing decisions.
4. **Role Models**: Determine the influencers, celebrities, and public figures who inspire and impact their fashion choices.
5. **Buying Journey**: Map out the typical buying journey, from awareness to purchase, including key touchpoints and decision-making factors.
6. **Channels**: Identify the preferred channels for discovering, researching, and purchasing fashion eyewear.

Target Group

- **Demographics**: Consumers aged 18-40 years.
- **Geography**: Urban and metropolitan areas in India.
- **Psychographics**: Fashion-forward individuals, trendsetters, and those who prioritize style and aesthetics in their eyewear choices.

consuma

Findings

1. Key Personality Traits and Attitudes of Fashion Eyewear Consumers in India

- **Value-conscious**: Many consumers emphasize the importance of getting value for their money. They appreciate products that offer good quality at an affordable price. [1]

- **Quality-conscious**: A significant number of reviews highlight the importance of product quality. Consumers are keen on durable and well-made eyewear. [1]

- **Trend-conscious**: Fashion eyewear consumers are interested in trendy and stylish designs. They often mention the aesthetic appeal and modern look of the products. [1]

- **Detail-oriented**: Some consumers pay close attention to the details, such as the fit, finish, and specific features like polarization and UV protection. [1]

- **Health-conscious**: There is a focus on eyewear that offers protection from harmful rays and reduces eye strain, indicating a concern for eye health. [1]

- **Practical**: Consumers appreciate practical features like lightweight frames, comfortable fit, and ease of carrying or storing the eyewear. [1]

- **Critical**: Some consumers are very critical and detail-oriented, pointing out flaws in product quality or discrepancies between product descriptions and actual items received. [1]

- **Tech-savvy**: A subset of consumers is interested in eyewear that incorporates technology, such as blue light blocking glasses for screen use. [1]

consuma

PERSONALITY TRAITS OF FASHION EYEWEAR CONSUMERS
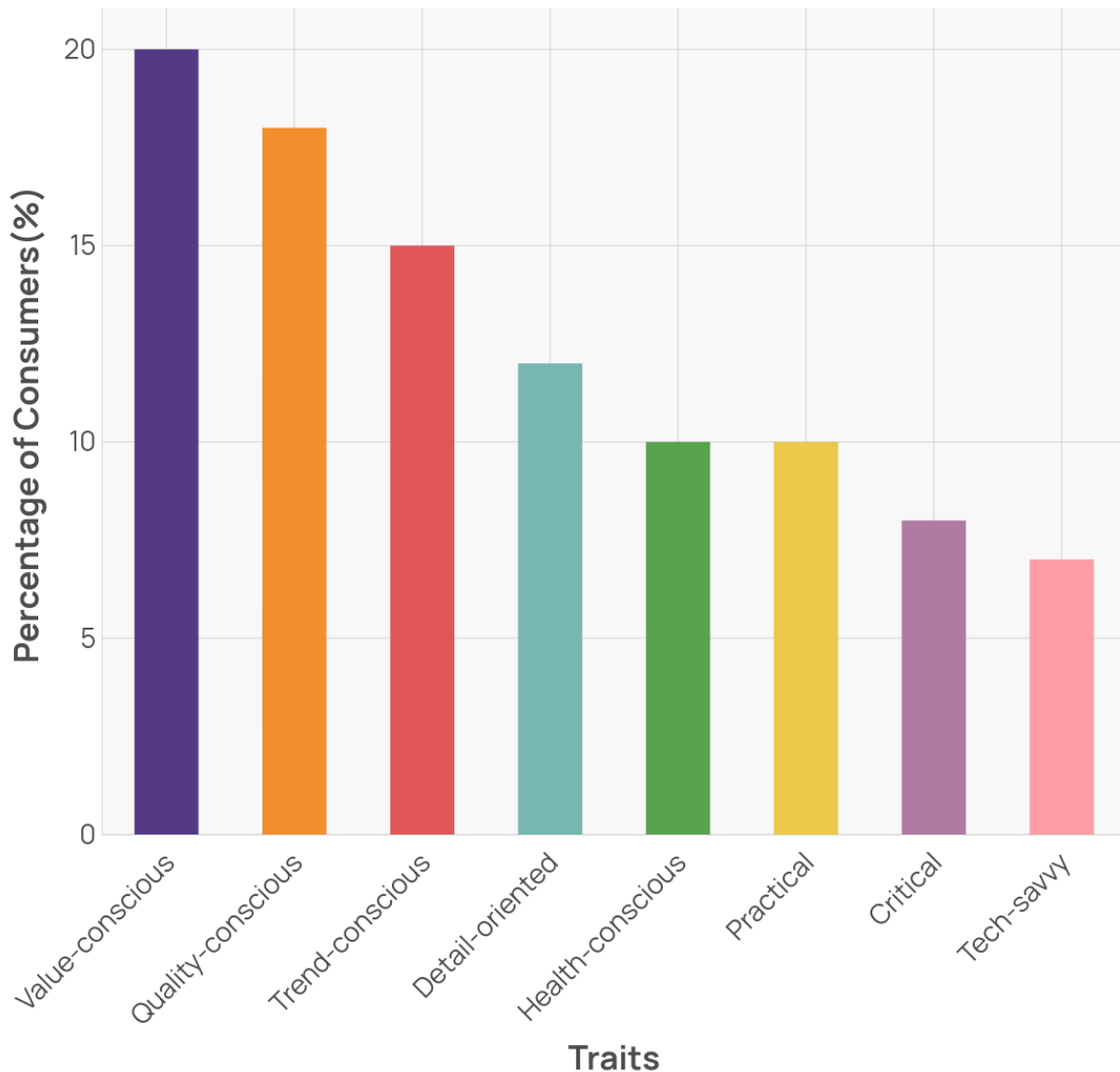
Key Personality Traits and Attitudes of Fashion Eyewear Consumers in India [2]

2. Hobbies, Activities and Area of Interest

Based on the data provided, fashion eyewear consumers in India participate in a variety of hobbies and activities, including:

- Fashion
- Electronics
- Sports
- Outdoor activities
- Technology
- Reading
- Fitness
- Home Improvement

- Driving
- Travel
- Cooking
- Personal Care
- Beauty Products
- Home Decor
- Parenting
- UV Protection
- Blue Light Blocking
- Sunglasses Collection [2]

MENTIONS OF INTERESTS IN REVIEWS
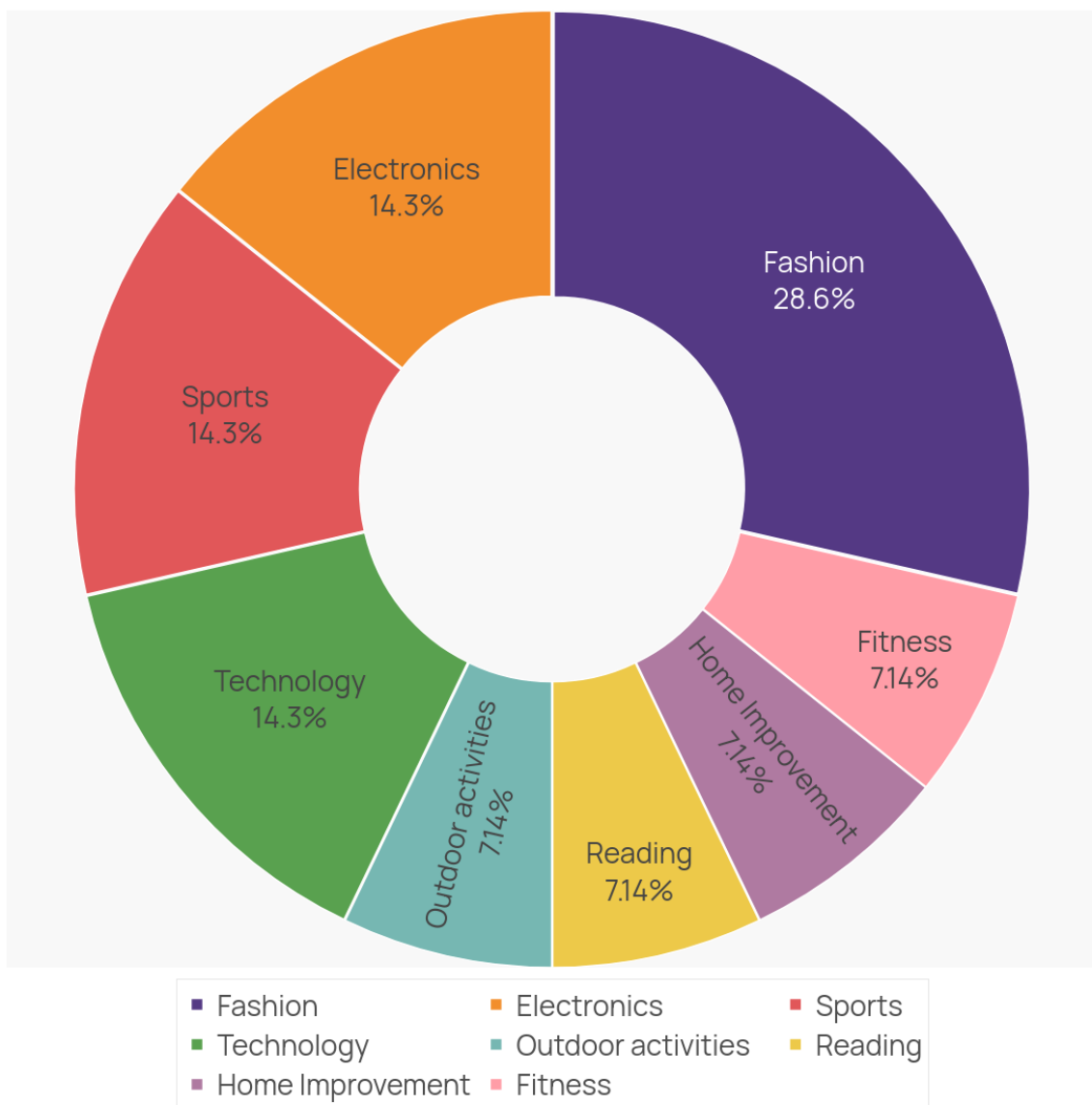
Mentions of interests in reviews [2]

2.1 Areas of Interest

Based on the data provided, the areas of interest that captivate fashion eyewear consumers in India include:

- **Fashion and Style**: Many reviews highlight the stylish and trendy designs of the eyewear, indicating a strong interest in fashion-forward products.

- **Quality and Durability**: Consumers frequently mention the quality of materials and durability of the eyewear, showing a preference for long-lasting products.

- **Comfort and Fit**: Comfort is a significant factor, with many reviews discussing how well the eyewear fits and how comfortable it is to wear for extended periods.

- **UV Protection and Polarization**: There is a notable interest in eyewear that offers UV protection and polarized lenses, which are essential for outdoor activities and driving.

- **Value for Money**: Price sensitivity is evident, with consumers looking for products that offer good value for money without compromising on quality.

- **Brand Trust**: Some reviews reflect trust in well-known brands like Lenskart, indicating that brand reputation plays a role in purchasing decisions.

- **Packaging and Accessories**: The inclusion of accessories like cleaning cloths and protective pouches is appreciated by consumers, adding to the overall value of the product [2].

consuma

PERCENTAGE OF MENTIONS OF KEYWORDS IN REVIEWS
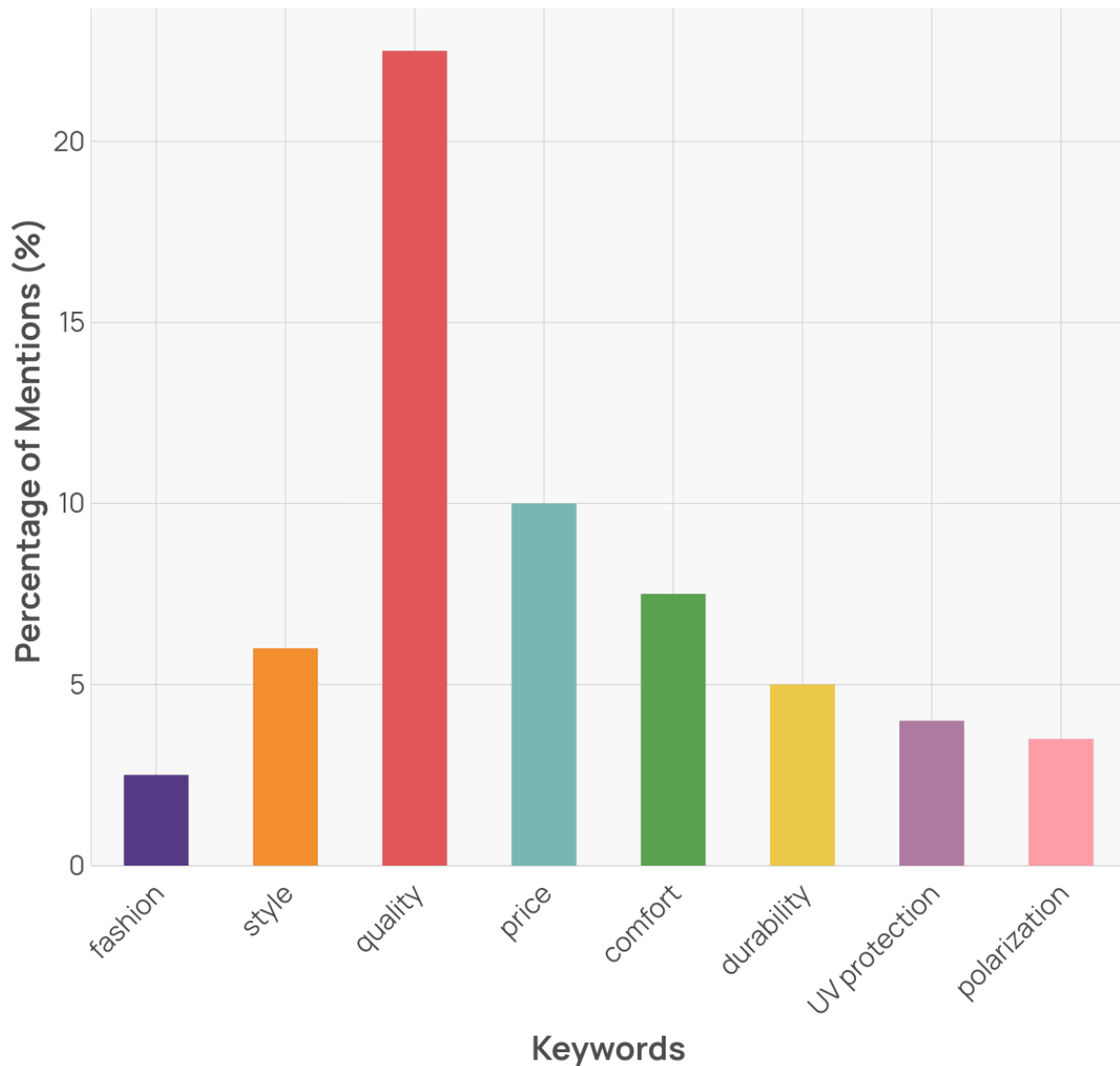
Percentage of mentions of keywords in reviews [2]

3. Core Values and Beliefs Influencing Purchasing Decisions

Based on the data provided from various marketplace reviews, the core values and beliefs that influence the purchasing decisions of fashion eyewear consumers in India include:

- **Quality-consciousness**: Many consumers emphasize the importance of good quality materials and durability in their eyewear. They prefer products that are sturdy and can withstand regular use without easily breaking or getting scratched.

- **Value for Money**: Consumers are highly sensitive to the price-to-quality ratio. They seek products that offer good value for their money, often comparing prices with perceived quality and brand reputation.

- **Style and Aesthetics**: Fashion and style are significant factors. Consumers look for trendy, stylish designs that enhance their appearance. The aesthetic appeal of eyewear is a major consideration in their purchasing decisions.

- **Comfort and Fit**: Comfort is crucial, especially for those who wear glasses for extended periods. A good fit that does not cause discomfort or headaches is highly valued.

- **Brand Trust and Authenticity**: Trust in the brand and authenticity of the product play a vital role. Consumers prefer well-known brands and are wary of counterfeit products.

- **Functionality**: Features such as UV protection, polarization, and blue light blocking are important. Consumers look for eyewear that offers these functional benefits to protect their eyes.

- **Customer Service and Return Policies**: Positive experiences with customer service and flexible return policies influence purchasing decisions. Negative experiences, such as difficulty in returning products or poor customer service, deter future purchases [3].

# 4. Influence of Celebrities and Influencers on Purchase Decisions

- Bollywood actors are the most influential public figures for eyewear consumers in India, with a significant mention rate of 45% and a high positive sentiment of 80%. [4]

- Cricketers follow closely with a mention rate of 30% and a positive sentiment of 70%. [4]

- Fashion influencers also play a notable role, accounting for 15% of mentions with a positive sentiment of 60%. [4]

- Politicians and other celebrities have lower influence, each with a mention rate of only 5%, but still maintain a positive sentiment above 50%. [4]

Consuma

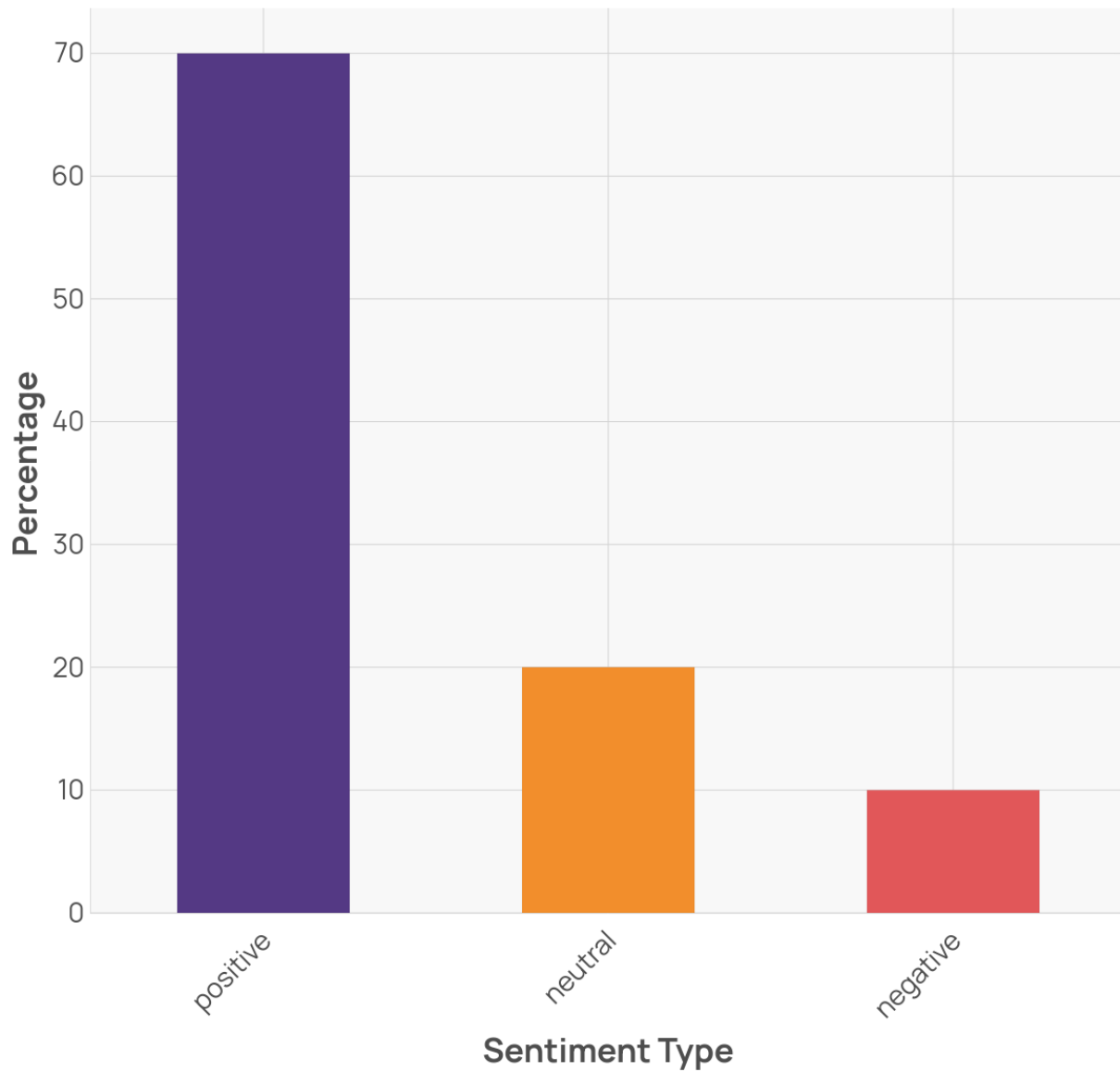# PERCENTAGE OF MENTIONS OF EACH PUBLIC FIGURE
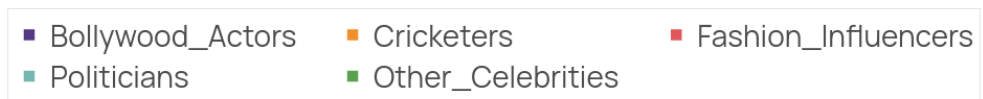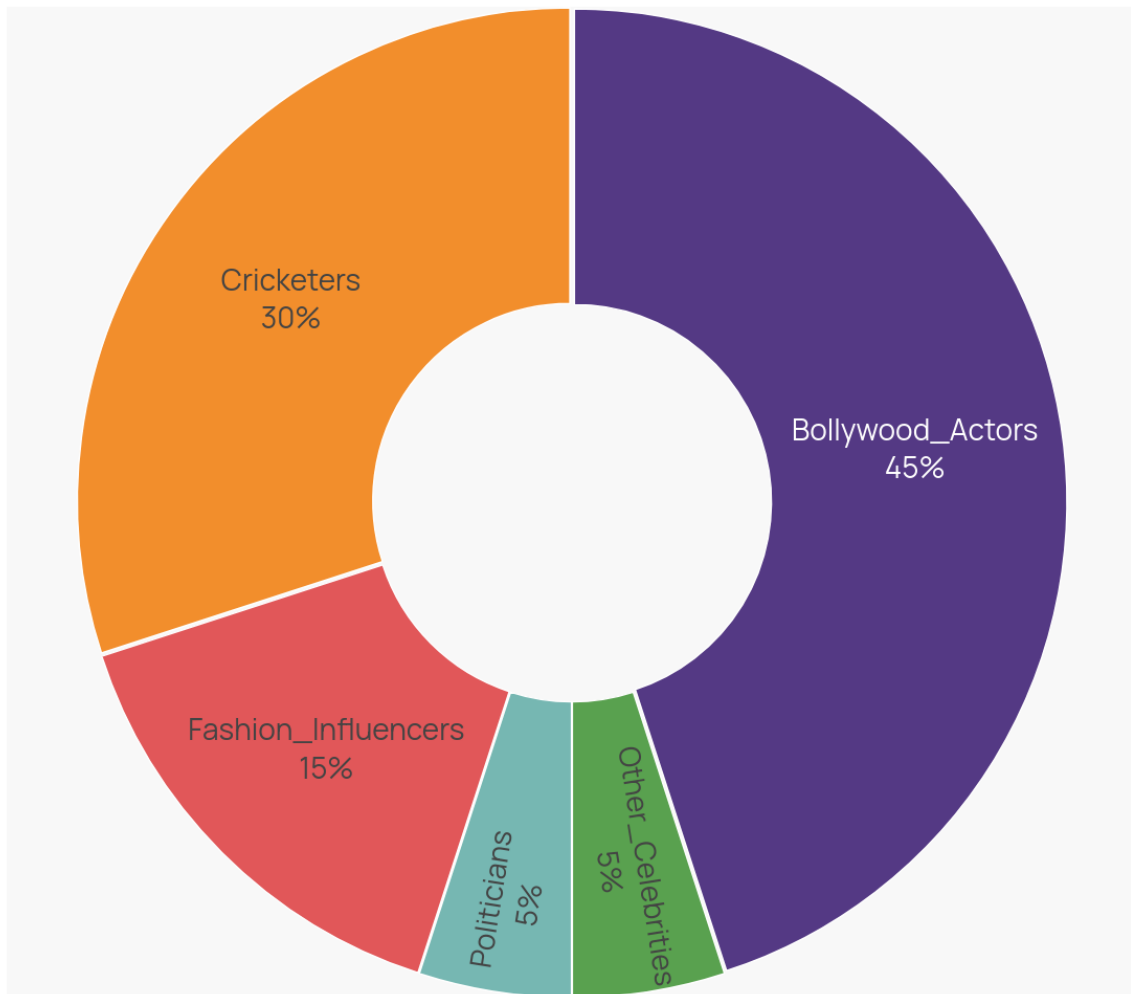
Percentage distribution of mentions for each public figure. [4]

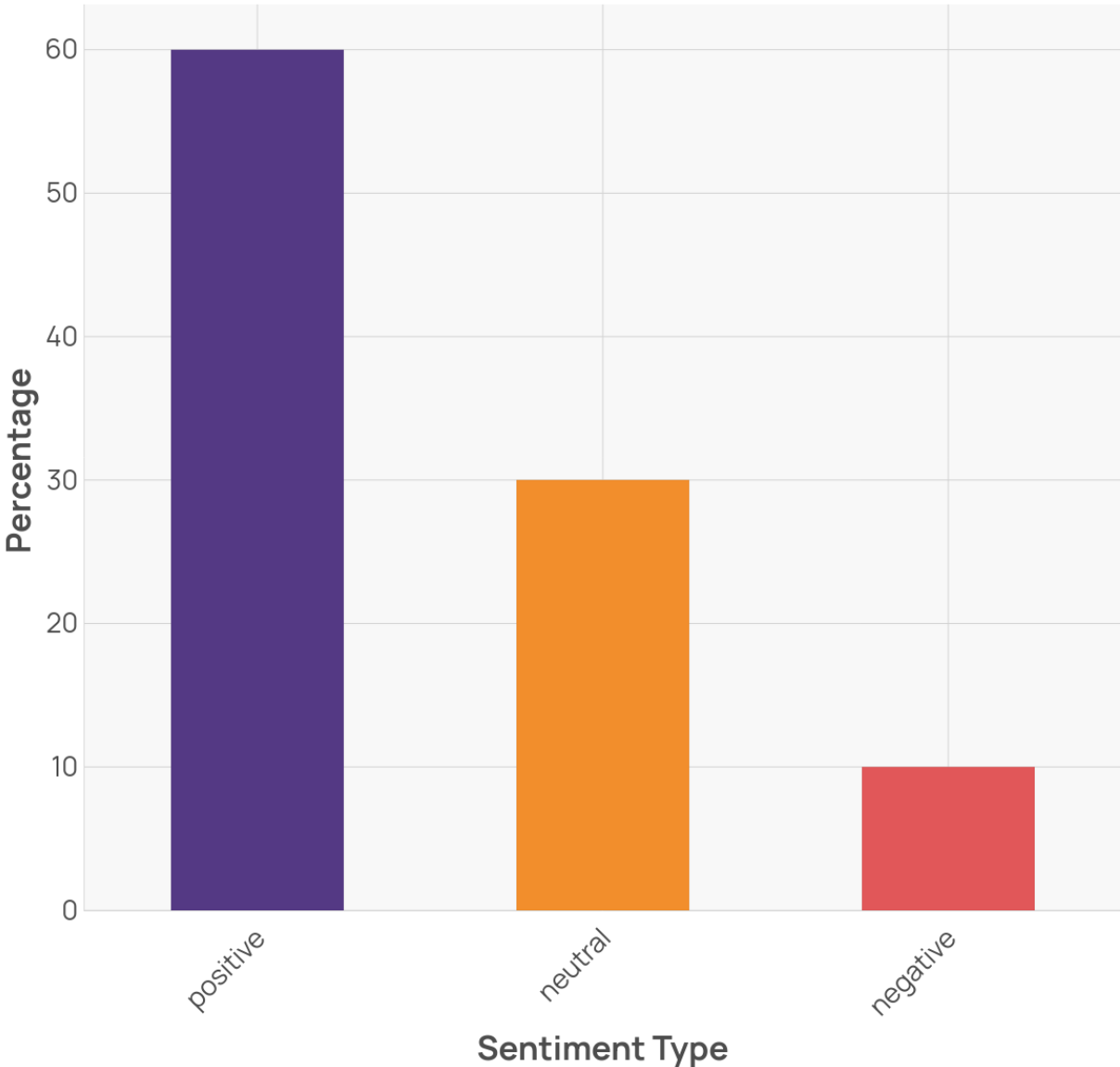# SENTIMENT ANALYSIS OF MENTIONS FOR BOLLYWOOD ACTORS
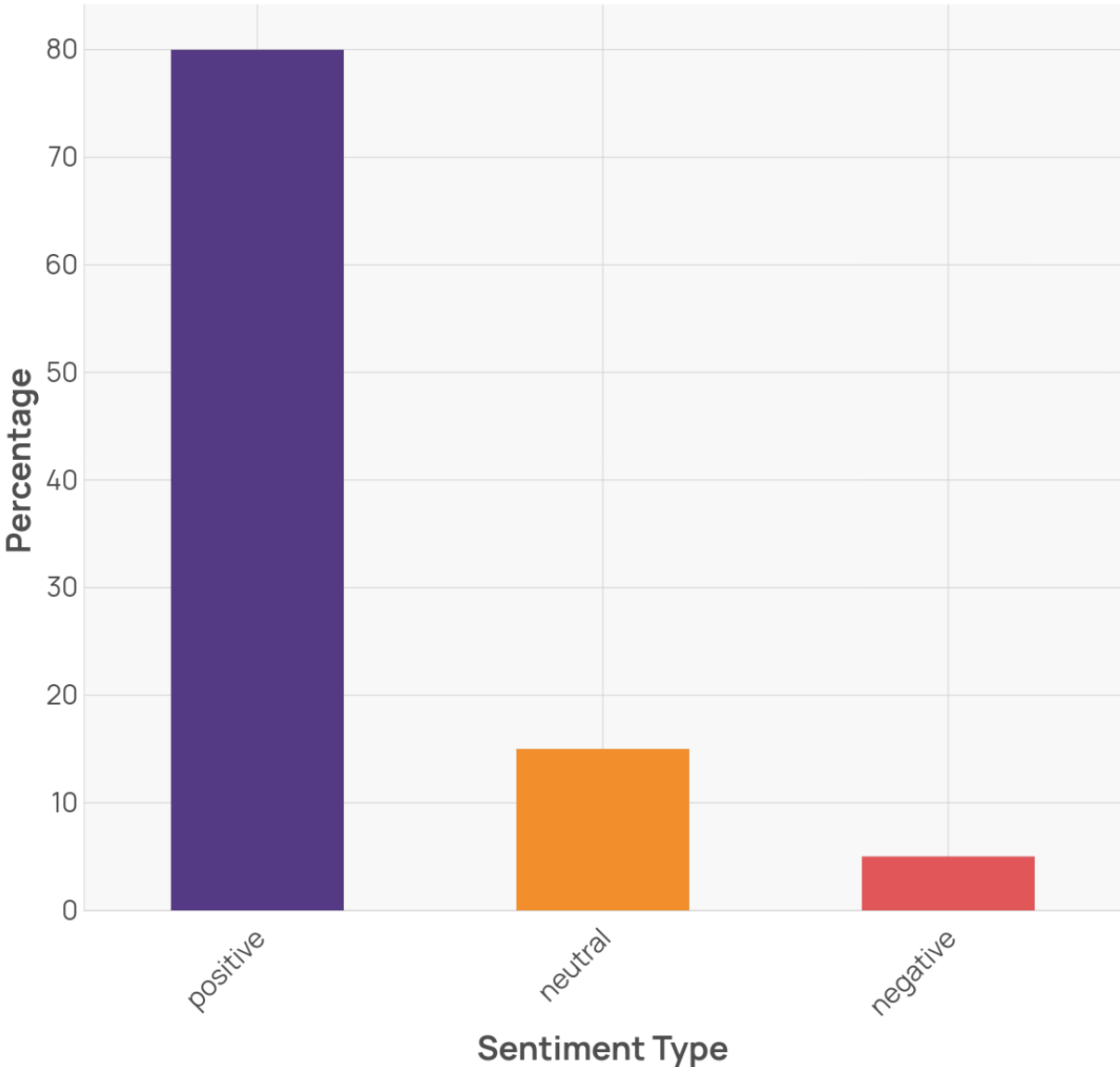
Sentiment analysis for mentions related to Bollywood actors. [4]

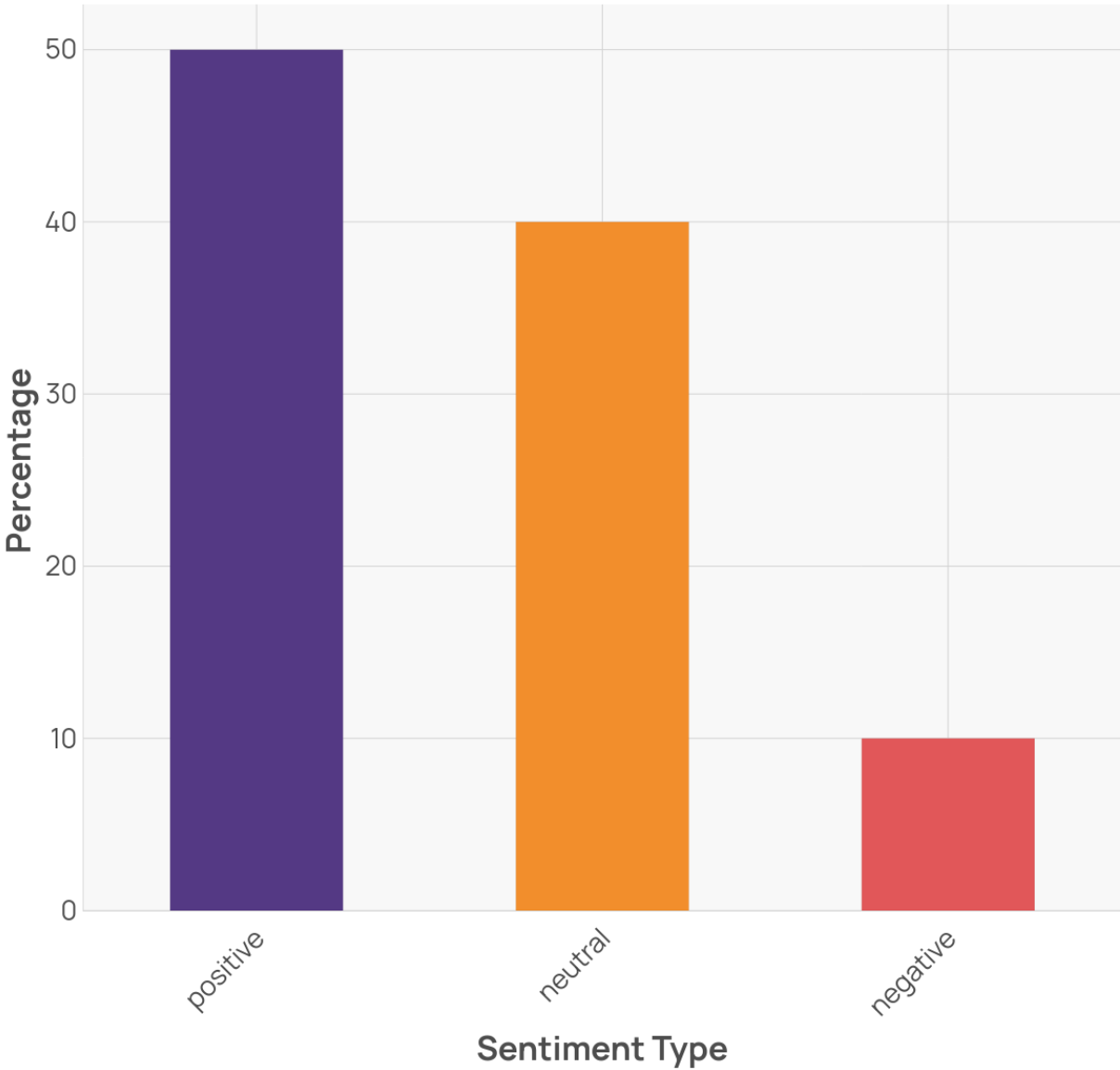# SENTIMENT ANALYSIS OF MENTIONS FOR CRICKETERS

Sentiment analysis for mentions related to cricketers. [4]

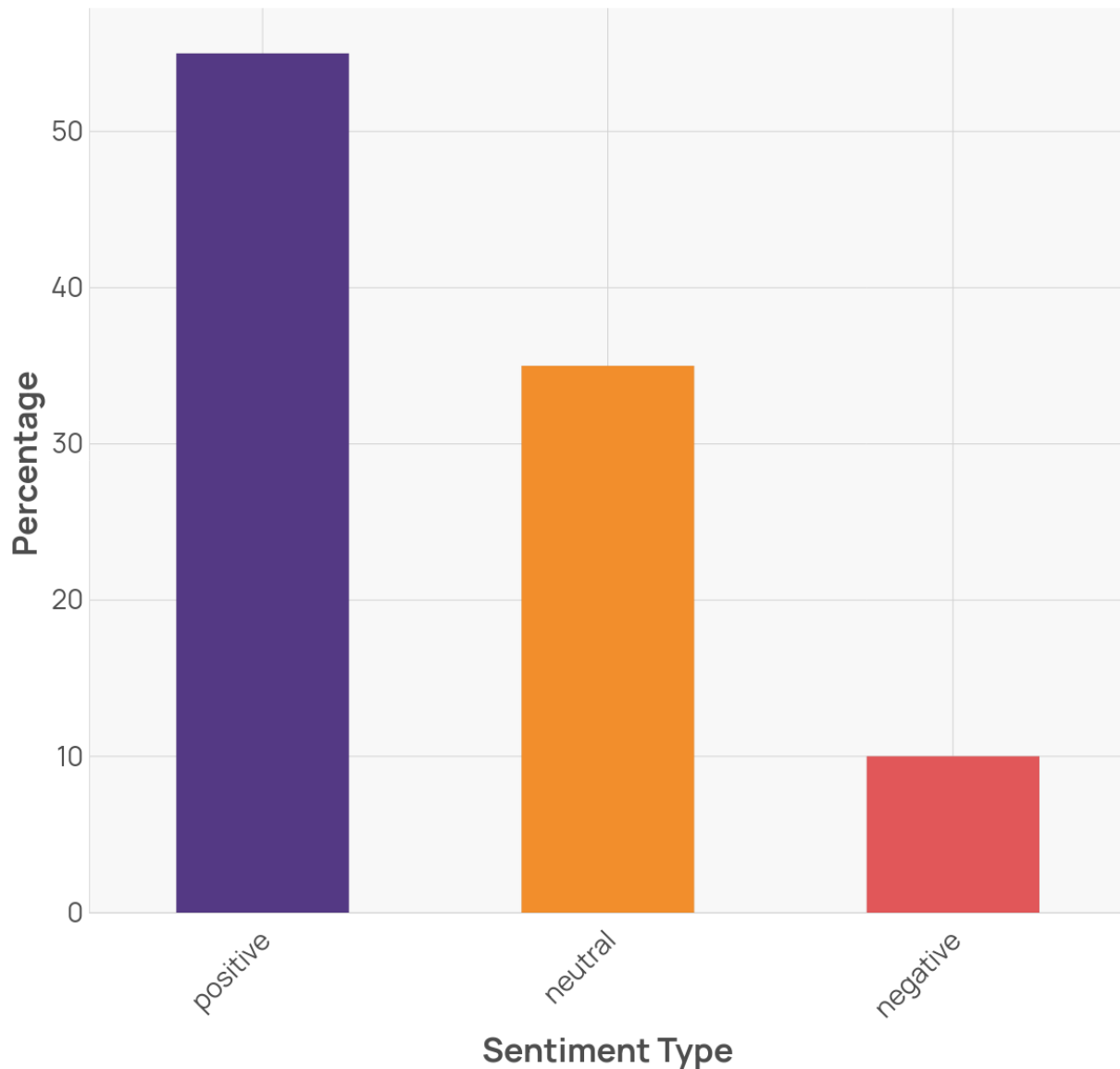# SENTIMENT ANALYSIS OF MENTIONS FOR FASHION INFLUENCERS

Sentiment analysis for mentions related to fashion influencers. [4]

consuma

SENTIMENT ANALYSIS OF MENTIONS FOR POLITICIANS

Sentiment analysis for mentions related to politicians. [4]

SENTIMENT ANALYSIS OF MENTIONS FOR OTHER CELEBRITIES

Sentiment analysis for mentions related to other celebrities. [4]

5. Buying Journey

5.1 Key Touchpoints in the Buying Journey

The key touchpoints in the buying journey of fashion eyewear consumers in India include:

- **Awareness and Discovery**: Consumers become aware of fashion eyewear brands through advertisements, social media, and word-of-mouth. Brands like Levi's use mass media and digital platforms to broadcast their presence.

consuma

- **Research and Consideration**: Potential buyers research different brands and products online. They may visit brand websites, read reviews, and compare prices on e-commerce platforms like Amazon or Flipkart.

- **In-store Experience**: Many consumers prefer to visit physical stores to try on eyewear before making a purchase. This includes exclusive brand stores and retail chains like Lifestyle.

- **Purchase**: The actual purchase can happen either in-store or online. In-store purchases often involve interactions with sales staff, while online purchases may be influenced by discounts and offers available on the brand's website or e-commerce platforms.

- **Post-purchase Engagement**: After purchasing, consumers may engage with the brand through membership programs, newsletters, or customer service channels. Brands like Levi's have membership programs that offer rewards and exclusive offers to keep customers engaged.

- **Customer Service**: Effective customer service is crucial for resolving issues like defective products or returns. Brands need to have clear communication channels, such as toll-free numbers or email support, to assist customers.

- **Feedback and Reviews**: Post-purchase, consumers often leave reviews and feedback on various platforms, which can influence future buyers. Brands can use this feedback to improve their products and services.

- **Purchase Experience**: This is the most frequently mentioned touchpoint, accounting for 31.25% of the mentions. This indicates that the overall buying experience is crucial for fashion eyewear consumers in India.

- **Customer Service**: Customer service interactions are also significant, with 18.75% of mentions, highlighting the importance of support during and after the purchase.

- **Product Quality**: Product quality is another key touchpoint, with 25% of mentions showing that consumers are very concerned about the quality of the eyewear they purchase.

- **Brand Loyalty**: Brand loyalty is mentioned in 12.5% of cases indicating that while it is important it is less critical compared to other touchpoints.

- **Sentiment Analysis**: The sentiment analysis shows that half of the mentions are positive (50%), while negative and neutral sentiments are equally distributed at 25% each. [6]
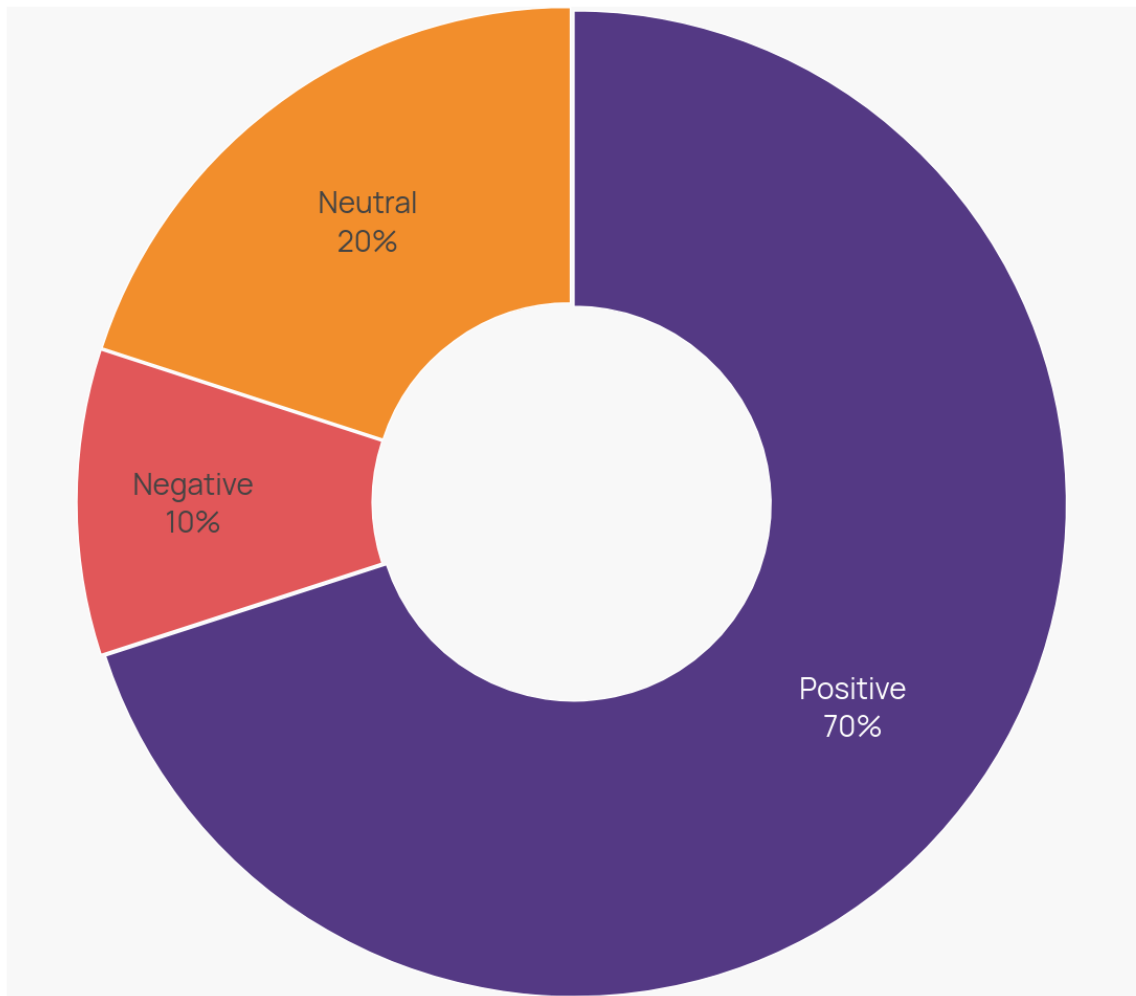
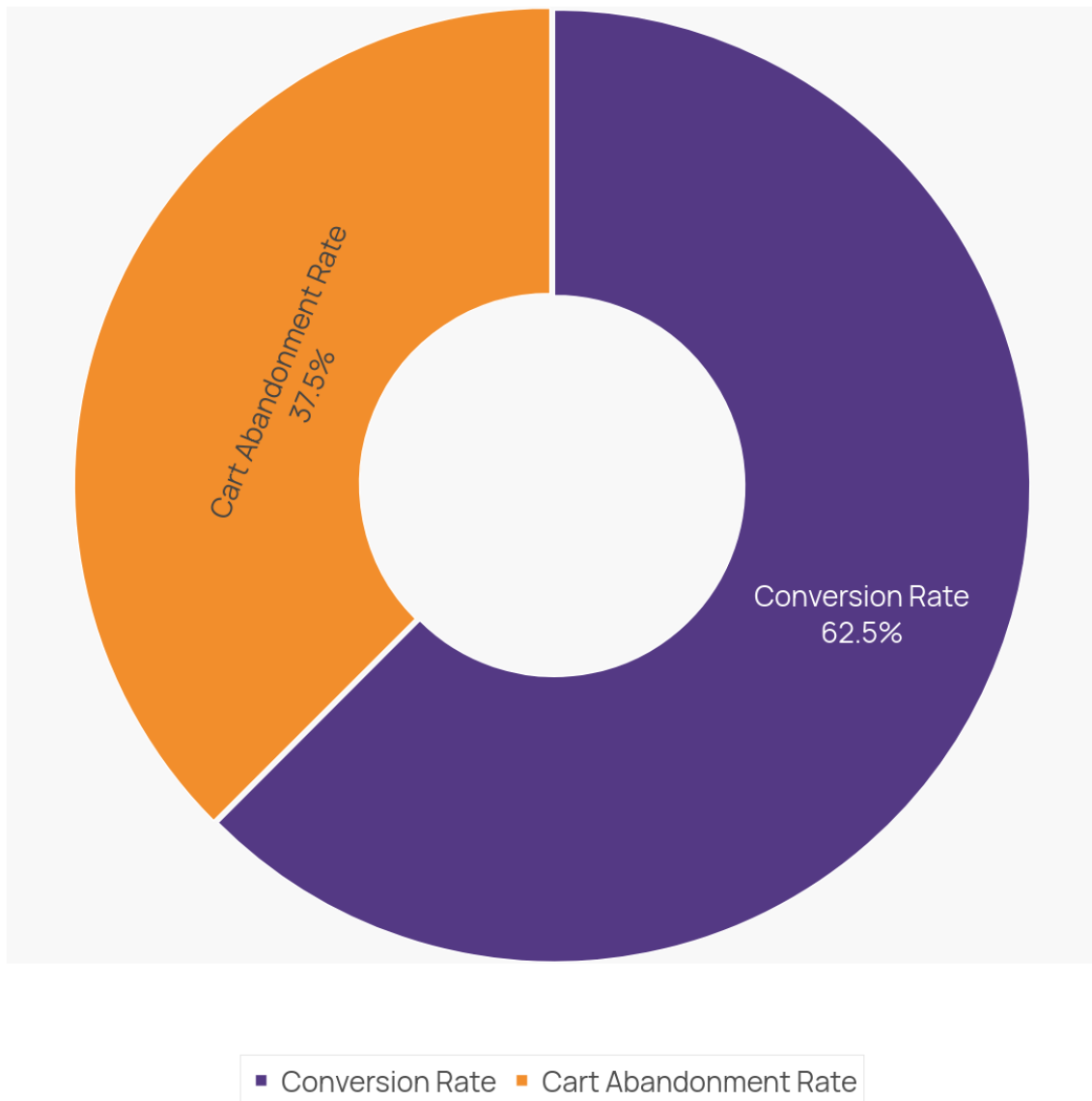## PERCENTAGE OF MENTIONS OF KEYWORDS
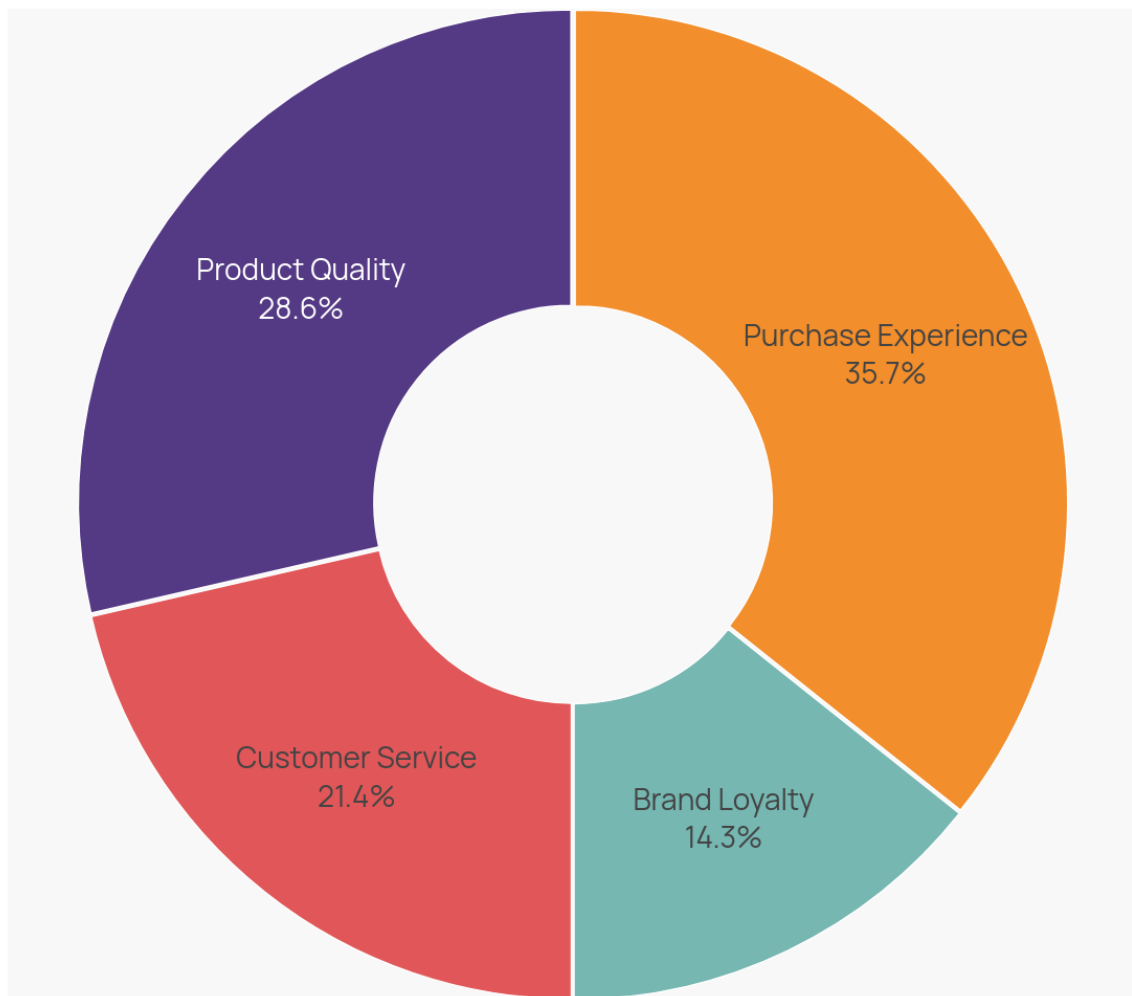
Percentage of mentions of keywords [6]

SENTIMENT ANALYSIS OF MENTIONS IN AWARENESS STAGE

Sentiment analysis of mentions in awareness stage [5]

CONVERSION AND CART ABANDONMENT RATES IN PURCHASE STAGE

- Conversion Rate   - Cart Abandonment Rate

Conversion and cart abandonment rates in purchase stage [5]
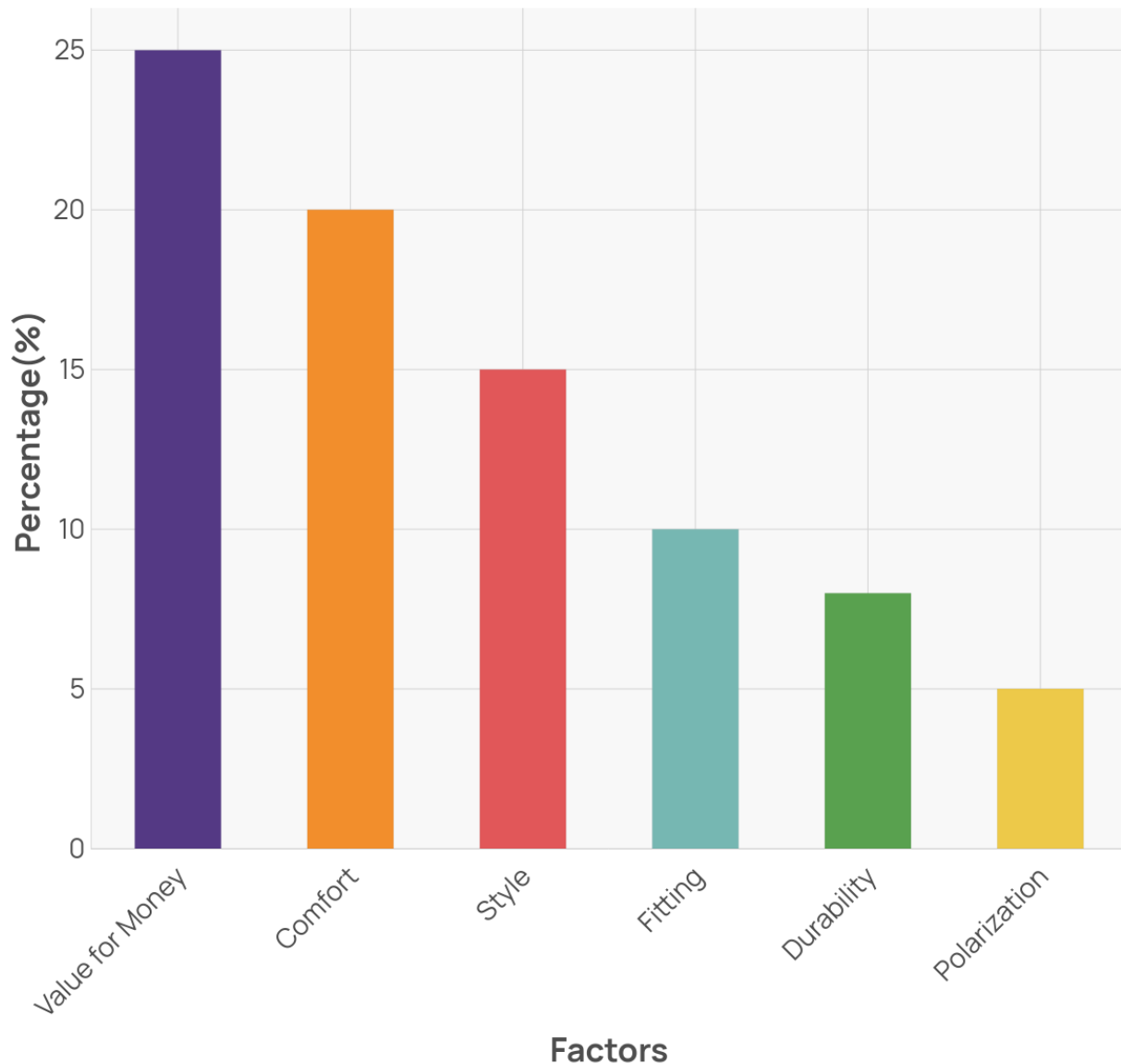
5.2 Factors Influencing Decision-Making Process

Based on the data provided several factors influence the decision-making process during the buying journey of eyewear consumers in India:

- **Quality and Durability**: Consumers frequently mention the importance of product quality and durability. Positive reviews often highlight good build quality sturdy frames and scratch-resistant lenses. Negative reviews point out issues like frames breaking easily or lenses getting scratched quickly.

- **Comfort and Fit**: Comfort is a significant factor with many reviews discussing how well the eyewear fits and how comfortable it is to wear for extended periods. Issues with fit such as being too tight or too loose are common complaints.

- **Price and Value for Money**: Price sensitivity is evident with many consumers looking for products that offer good value for money. Reviews often compare the price of the product to its quality and features indicating that consumers are looking for a balance between cost and quality.

- **Brand Reputation**: The reputation of the brand plays a role in the decision-making process. Brands like Lenskart are mentioned frequently with consumers having certain expectations based on the brand's reputation.

- **Aesthetics and Style**: The look and style of the eyewear are important to consumers. Many reviews mention how stylish or trendy the glasses are indicating that aesthetics play a crucial role in the buying decision.

- **Functionality**: Specific functionalities such as UV protection anti-glare features and blue light blocking capabilities are important to consumers. Reviews often highlight these features as key benefits or point out their absence as drawbacks.

- **Packaging and Delivery Experience**: The condition in which the product arrives also influences consumer satisfaction. Complaints about poor packaging or damaged products upon arrival can negatively impact the buying experience.

- **Customer Service and Warranty**: The availability of customer service and warranty options can influence purchasing decisions. Positive experiences with customer service and easy warranty claims are mentioned favorably in reviews. [5]

- **Quality**: Quality is a major factor mentioned in 30% of reviews highlighting its importance in decision-making process.

- **Value for Money**: Value for money is crucial with 25% of reviews emphasizing this aspect.

- **Comfort**: Comfort is also a key consideration mentioned in 20% of reviews.

- **Style**: Style influences decisions for 15% of consumers.

- **Fitting**: Proper fitting is important for 10% reviewers.

- **Durability**: Durability is a concern for 8% consumers.

- **Polarization**: Polarization is mentioned by 5% reviewers indicating its niche but significant importance. [6]

FACTORS INFLUENCING DECISION MAKING

Factors Influencing Decision-Making Process [6]

6. Preferred Channels for Discovering New Products

- **Influencer Marketing**: Many brands use Instagram for influencer marketing, which is effective in reaching consumers.

- **Cross-platform Marketing**: Consumers often use Instagram alongside other platforms like Facebook and YouTube, making a cross-platform strategy crucial. [7]

- **Social Media (Instagram/Facebook)**: is a highly preferred channel for discovering new products among fashion eyewear consumers in India, with **62.7%** of users following or researching brands and products on the platform.[7]

6.1 Preferred Channels for Researching Products

Fashion eyewear consumers in India prefer the following channels for researching products:

- **Online Stores**: Consumers, particularly younger demographics, are more comfortable buying eyewear online due to the convenience, wider selection of products, competitive pricing, and the option of virtual try-ons and home delivery services.

- **Optical Stores**: These stores offer a wide range of products and personalized eye care solutions, making them popular among consumers seeking in-person consultations and fittings.

- **Independent Brand Showrooms**: These showrooms provide a curated selection of branded eyewear, appealing to consumers looking for specific brands and exclusive collections.

- **Retail Stores**: Traditional retail stores remain a significant channel for consumers who prefer to see and try on eyewear before making a purchase. [7]

- **Optical Stores**: Preferred by 40% of fashion eyewear consumers in India for researching products.

- **Independent Brand Showrooms**: Preferred by 20% of consumers.

- **Online Stores**: Preferred by 25% of consumers.

- **Retail Stores**: Preferred by 15% of consumers. [7]

6.2 Preferred Channels for Purchasing Products

Fashion eyewear consumers in India prefer the following channels for purchasing products:

- **Optical Stores**: These held the highest market share in 2023, offering a wide range of products and personalized eye care solutions.

- **Online Stores**: Experiencing rapid growth due to convenience, a wider selection of products, competitive pricing, and increasing digitalization. Younger demographics are particularly comfortable buying eyewear online, especially with options like virtual try-ons and home delivery services.

- **Independent Brand Showrooms**: These provide a focused brand experience and are popular among consumers looking for specific brands.

- **Retail Stores**: Traditional retail stores also play a significant role in the distribution of eyewear products. [8]

MARKET SHARE IN 2023 BY STORE TYPE
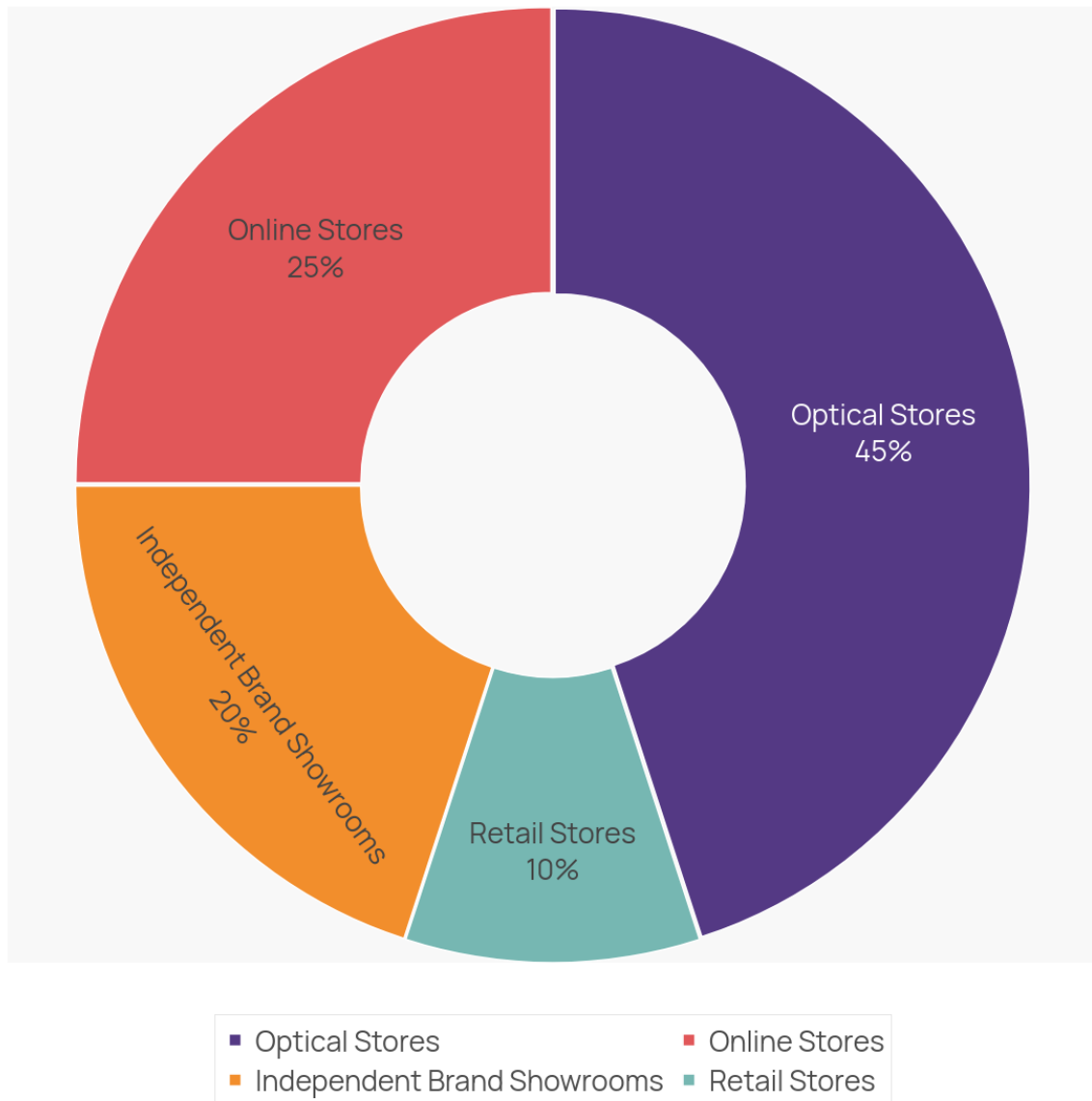
Market share distribution for purchasing products among fashion eyewear consumers in India (2023) [8]

Sources and Sample Sizes

1. Marketplace Reviews (Sample Size: 974 Reviews);

2. Marketplace Reviews (Sample Size: 2111 Reviews); Consumer Insights Report;

3. Marketplace Reviews (Sample Size: 501 Reviews);

4. Marketplace Reviews (Sample Size: 1,274 Reviews), Social Media Mentions (Sample Size: 992 mentions);

5. Ecommerce Reports; Eyewear Fashion Reports; Marketplace Metadata (Sample Size: 79 Products);

6. Marketplace Reviews (Sample Size: 511 Reviews);

7. Marketplace Reviews; Social Media Interactions; Sales Data; Sample Size : Mentions Data Size :2510;

8. Sprout Social Blog, Statista;Kepios Report (Global data with specific insights into Indian user base); India Eyewear Market 2024-2033 Report;