



A STUDY ON CONSUMERS' ATTITUDE TOWARDS THE USAGE OF CONTACTLENS AND SPECTACLES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mrs. R. Krishna Kumari* Dr. (Mrs.) N. Yesodha Devi**

*Assistant Professor & Head of Department, Department of B Com (CA) & M Com, PSGR Krishnammal College for Women, Coimbatore, India.

**Secretary, PSGR Krishnammal College for women, Coimbatore, India.

Abstract

In past few years, the awareness of consumer towards branded eyewear products and eye care has been increasing and people are ready to spend on premium brands. The present study is undertaken to study about the buying pattern of eye glasses by the consumers, to know the media influencing their purchase decision of contact lens and spectacles, to analyse the satisfaction level of the consumers using contact lenses and spectacles. The research work was undertaken in Coimbatore for four months lasting from June 2015 to September 2015. Convenience sampling technique was used to collect primary data from 150 respondents using either/both spectacles and contact lens and the secondary data from books and internet. The results show that most of the respondents are using contact lens which is of soft type, clarity is the factor influencing their brand preference and television is the medium preferred for advertisement. Respondents using spectacles are satisfied with its cost and those using contact lens are satisfied with clarity.

Introduction

Necessity is the mother of invention. In earlier days, when people faced difficulty in reading books because of poor eyesight, it necessitated the need for the invention of an Eye care product. The Eye care products –Spectacles and Contact lenses were invented to facilitate the visionary ability of the people. In India, both these products share the market and are becoming popular with the entry of branded eye care products which are available in several patterns and colours to satisfy the varied needs and preferences of the customers.

Statement of the Problem

There are several brands of contact lens and spectacles available in the market. Manufacturers of contact lens and spectacles are developing different marketing strategies to promote their sales. There may be a number of factors influencing the purchase of contact lens and spectacles and there may be significant change in the attitude of consumers while arriving at a purchase decision. The attitude of consumers towards the preference of Contact lens and Spectacles alone decide the fate of the business. In this context, a study of this nature is felt relevant and an attempt is being made to analyze their preference in detail.

Scope of the Study

The study by ascertaining the factors that motivate end users to purchase contact lens and spectacles enable respective companies to improve its services and advertisements accordingly. Customer's level of satisfaction and consumer buying pattern for different kinds of contact lens and spectacles are gauged.

Objectives of the Study

1. To study about the buying pattern of eye glasses by the consumers
2. To know the media influencing their purchase decision of Contact lens and Spectacles.
3. To analyse the satisfaction level of the consumers using contact lenses and spectacles.

Methodology of the Study

The research work was undertaken in Coimbatore for four months lasting from June 2015 to September 2015. Convenience sampling technique was used to collect primary data from 150 respondents using either/both spectacles and contact lens and the secondary data from books and internet. The statistical tools used to analyze and interpret the data.

- Simple Percentage Analysis
- Correlation analysis

Limitations of the Study

- The study is confined to Coimbatore city alone and hence the findings cannot be generalized for the all in Indian market.
- The consumer attitude might change according to time, fashion and technology development.



Analysis and Interpretation

Table 1 -Demographic Profile of the Respondents

Personal Factors	Classification	No. of Respondents	Percent
Age	Less than 20	42	28.0
	21 – 35	58	39.0
	36 – 45	35	23.0
	Above 45	15	10.0
Gender	Male	95	64
	Female	55	36
Educational Qualification	School level	8	6.0
	Diploma level	17	12.0
	Undergraduate	85	56.0
	Postgraduate Level	40	26.0
Occupation	Student	56	37.0
	Employed	24	16.0
	Housewife	38	26.0
	Business	32	21.0
Marital Status	Married	51	34.0
	Unmarried	99	66.0
Monthly Family Income	Below 25,000	42	28.0
	25,001 - 35000	58	38.7
	35,001 - 45000	35	23.3
	Above 45000	15	10.0
No. of family members	Below 3	30	20.0
	3-5	76	50.0
	5-7	24	16.0
	Above 7	20	14.0

The above table shows that 39 percent of the respondents are in the age group of 21-35 years, 64 percent of the respondents are Male, 56 percent of the respondents have done under graduation, 37 percent of the respondents are students,66 percent of the respondents are unmarried,38.7 percent of the respondents enjoy a monthly family income between Rs.25,001 to Rs.35,000 and 50 percent of the respondents have 3 to 5 members in their family.

Table 2 - Eye Problem Suffered by the Respondents

Type of eye problem	No. of respondents	Percentage
Short sight	22	15.0
Long sight	93	62.0
Both	35	23.0
Total	150	100.0

The table shows that 62 percent of the respondents are suffering from long sight problem

Table 3 - Type of Eye care Products Used

Eye care product used	No of respondents	Percentage
Spectacles only	30	20.0
Contact lens only	78	52.0
Both	42	28.0
Total	150	100.0

The above table reveals that 52 percent of the respondents are using contact lens only



Table 4 - Kind of Spectacles Used

Kind of spectacles	No of respondents	Percentage
Glass with Progressive Lens	14	20.0
Glass with Bifocal Lens	8	11.0
Photo chromic Brown Glass	18	25.0
Photo chromic Grey Glass	8	11.0
Normal Plain Power Glass	24	33.0
Total	72	100.0

The above table shows that 33 percent of the respondents are using normal plain power glass

Table 5 - Type of Contact Lens Used

Nature of lens used	No of respondents	Percentage
Hard lens	8	6.0
Soft lens	55	46.0
Disposable lens	32	27.0
Semisoft lens	25	21.0
Total	120	100.0

The table shows that 46 percent of the respondents are using soft lens

Table 6 - Frequency of Usage

Frequency of usage	No of respondents	Percentage
Regularly	92	61.3
Frequently	33	22.0
Rarely	25	16.7
Total	150	100.0

The above table reveals that 61.3 percent of the respondents use the eye care products daily

Table 7- Factor Influencing Preference of an Eye care Brand

Factors	No of respondents	Percentage
Convenience	21	14.0
Clarity	39	26.0
Cost	31	20.7
Quality	28	18.6
Beauty	31	20.7
Total	150	100.0

The table shows that 26 percent of the respondents prefer an eye care brand based on clarity.

Table 8- Effective Media for Advertisement

Media Preferred	No of Respondents	Percentage
Television	46	31
Newspaper	28	19
Internet	38	25
Booklets	38	25

The above table shows that 31% of respondents believe that television is best media of advertising for contact lens/spectacles, 19% prefer newspaper, 25% prefer internet and booklets and 25% prefer Booklets.

Table 9 - Level of Satisfaction

S-Satisfied, P-Partially Satisfied, NS-Not Satisfied

Factors	Spectacles				Contact Lens			
	S	P	NS	Total	S	P	NS	Total
Cost	61	9	2	72	67	22	31	120
Life	55	13	4	72	62	39	19	120
Clarity	42	20	10	72	84	21	15	120



Comfort	31	17	24	72	72	27	21	120
Maintenance	59	11	2	72	33	51	36	120

The table shows that out of the respondents using spectacles, 61 respondents are satisfied with the cost of the spectacles followed by maintenance. Out of the respondents using contact lens, 84 respondents are satisfied with clarity of contact lens followed by comfort.

Table 10- Correlation Analysis for Relationship between Cost And Comfort Of Spectacles

COST(X)	COMFORT(Y)	X ²	Y ²	XY
96	69	9216	4761	6624
44	34	1936	1156	1496
10	47	100	2209	470
150	150	11252	8126	8590

$$r = \frac{(xy \times N) - (x \times y)}{\sqrt{x^2 \times N - (x^2)} \sqrt{y^2 \times N - (y^2)}}$$

Let X be the satisfaction level for cost of spectacles

Let Y be the satisfaction level for comfort acquired from usage of spectacles.

r = 0.14 shows that correlation among cost and comfort are positively correlated and therefore satisfaction level for cost and comfort of spectacles is positively correlated.

Suggestions

- The respondents feel that the price of the contact lenses is high and it is suggested to bring down the price of the contact lens.
- Respondents feel that usage of contact lenses involves lot of maintenance and hence they suggest that the risk of maintaining it has to be reduced.
- The respondents feel that the durability of the lenses has to be increased.
- Most of the respondents feel that advertisements have to be given more in order to create awareness among the people regarding the usage and advantage of using contact lenses.

Conclusion

In today's competitive world the product quality and pricing plays a vital role in stimulating the demand for a product. In recent changing market conditions, consumers are aware of all happenings and hence they use the product only when they are satisfied in all means. So, it is the duty of the manufacturing company to watch the needs and changing habits of the consumers and to modify the product according to consumers needs.

References

Books

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