

Impact of Digital Marketing Strategies on Consumer Engagement and Buying Behavior: A Study of Lenskart

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Abstract

This study presents an empirical examination of how digital marketing strategies influence consumer engagement and buying behaviour within the Indian online eyewear sector, using Lenskart as the focal organisation. As India's retail environment shifts decisively toward a digital-first economy, brands increasingly compete for consumer attention through paid social advertising, influencer collaborations, augmented-reality (AR) experiences, mobile applications and value-driven promotional offers. Against this backdrop, the research investigates which of these strategies most strongly shape awareness, interaction and purchase conversion across demographic segments. A descriptive and quantitative design was adopted, with primary data gathered through a structured questionnaire combining Likert-scale and close-ended items, administered to one hundred respondents aged between eighteen and forty-five who had engaged with Lenskart through its website, mobile application, social media pages or email and SMS campaigns. Data were collected through Google Forms and direct interaction using convenience sampling, while secondary information was drawn from company and industry sources to contextualise the study. Responses were analysed through frequency and percentage analysis, cross-tabulation and a chi-square based hypothesis test. The findings reveal that Instagram advertising is the most powerful channel for brand discovery, that the Lenskart mobile application functions as the dominant touchpoint for sustained interaction, and that promotional offers, particularly the Buy 1 Get 1 Free format, are the strongest motivators of purchase. A high adoption rate of the AR virtual try-on feature and a substantial degree of influence exerted by social media creators were also observed, with female consumers reporting greater susceptibility to influencer content than male consumers. The chi-square test ($\chi^2 = 9.266$, $df = 1$, $p < 0.05$) confirmed a statistically significant relationship between social media marketing and brand awareness. The study concludes that Lenskart's integrated, data-informed digital strategy has measurably enhanced consumer engagement and buying behaviour, and that personalisation and technology-led experiences represent the principal avenues for sustaining its competitive advantage.

Keywords: *Digital Marketing Strategies, Consumer Engagement, Consumer Buying Behaviour, Social Media Marketing, Influencer Marketing, Augmented Reality (AR) Try-On, Omnichannel Retail, Lenskart.*

1. Introduction

In the contemporary business environment, the capacity to capture and retain consumer attention has become the decisive factor in commercial success. For much of the twentieth century this competition for attention was fought through television, print and the physical shelf space of retail stores. The arrival of the internet, however, fundamentally altered the terms of engagement. In the present information age a consumer can research a product, read numerous reviews, compare the prices of competing sellers and complete a purchase without ever entering a store or interacting with a salesperson. This transformation has placed digital marketing at the very centre of how organisations compete for custom.

Digital marketing is not a single technique but an integrated set of tools, encompassing search advertising, social media, email, content and influencer marketing, and retargeting, each deployed at different points along the buyer's journey. What distinguishes the digital approach from earlier marketing methods is its feedback loop: every click, scroll and

abandoned cart generates data that an organisation can act upon. This has changed not only how campaigns are conducted but also what is expected of them, since digital channels carry an implicit expectation of accountability and measurable return.

Yet motivating a purchase requires more than a tool; it requires an understanding of human motivation. Consumers are considerably more complex than the algorithms that target them. A person's culture, social circle, financial situation and even immediate mood can shape a purchase decision, so that the same advertisement viewed by two individuals may provoke an instant purchase from one and indifference from the other. The value of consumer behaviour research lies precisely in explaining why such differences arise. Buyers tend to form recognisable patterns: some seek an emotional connection with a brand, others demand specifications and proof of value, others respond to social cues, and still others hesitate over decisions they perceive as risky. Because each tendency is distinct, a tactic effective for one type of buyer will rarely succeed with another.

This study therefore investigates the relationship between specific digital marketing strategies and consumer engagement and buying behaviour. The intention is to move beyond generalisation toward an understanding of what genuinely influences a sale and why. In a market characterised by scarce attention and intense competition, this is not a matter of abstract theory but of converting marketing activity into real consumer decisions rather than mere expenditure.

Two dimensions are central to the enquiry. The first, consumer engagement, refers to the interaction, involvement and emotional connection that a consumer develops with a brand through its digital touchpoints. The second, buying behaviour, describes the process through which consumers recognise a need, gather information, evaluate alternatives and ultimately reach a purchase decision. Digital marketing influences both dimensions by enabling individualised communication, real-time interaction and data-driven decision-making.

Several conceptual frameworks inform this understanding. The AIDA model traces the movement of a consumer through attention, interest, desire and action; the consumer decision-making model describes the staged progression from problem recognition through information search and evaluation to final choice; the engagement funnel model emphasises how consumers advance from awareness to active interaction and conversion; and the hierarchy-of-effects model demonstrates that purchasing is the culmination of a sequence of psychological states rather than an immediate response. Across these frameworks, the essential components of digital marketing, namely content marketing, data analytics and consumer insight, customer targeting and segmentation, and consumer engagement and interaction, work together to guide a prospective buyer toward a purchase. It is within this conceptual context that the present study evaluates the digital marketing practices of Lenskart.

2. Literature Review

The body of scholarship on digital marketing and consumer behaviour provides the conceptual foundation for this study. The following review synthesises the principal recent contributions that inform the present enquiry, drawing on work published over the period 2020 to 2025.

Chaffey and Ellis-Chadwick (2020): examined the evolving landscape of digital marketing in the context of modern retail, arguing that organisations which strategically integrate multiple digital channels into a cohesive framework consistently outperform those relying on isolated, channel-specific approaches. Their work emphasised that the effectiveness of digital marketing is determined not by the number of platforms a brand occupies but by the coherence and relevance of the communication delivered across them, and that consumer engagement is driven by personalisation, interactivity and content quality rather than the sheer volume of promotional messaging.

Dwivedi and colleagues (2021): conducted an extensive review of consumer engagement in digital marketing contexts, defining engagement as a multidimensional construct encompassing cognitive, emotional and behavioural dimensions that collectively shape how consumers interact with brands online. They found that brands which invest in interactive and emotionally resonant content generate significantly higher loyalty and purchase intention than those relying on purely transactional promotion, and argued that engagement must be treated as an ongoing relationship-building process rather than a one-time campaign outcome.

Kingsnorth (2021): argued that digital marketing strategy must be treated as an inseparable extension of overall business strategy rather than a standalone operational function, contending that organisations which align their digital objectives with broader commercial goals secure more sustainable competitive advantages. He provided a comprehensive framework for evaluating channels such as SEO, paid media, social platforms and email, stressing that success requires continuous experimentation, measurement and refinement, and that consumer journeys in digital environments are increasingly non-linear.

Verhoef and colleagues (2021): explored digital transformation in retail, examining how the integration of online and offline channels into unified omnichannel ecosystems reshapes consumer buying behaviour and brand engagement. Their research demonstrated that consumers who interact with a brand across multiple touchpoints exhibit higher purchase frequency, stronger loyalty and greater lifetime value than single-channel consumers, and that retailers investing in seamless omnichannel experiences are better positioned to meet evolving expectations.

Lemon and Verhoef (2022): investigated the role of customer experience across digital touchpoints in shaping purchase decisions, finding that the quality of interaction at each stage of the journey, from discovery through post-purchase engagement, has a cumulative and compounding effect on overall buying behaviour. They concluded that experience-driven strategies, including augmented-reality features, personalised recommendations and interactive content, convert browsers into buyers more effectively than conventional discount-led approaches.

Kannan (2022): presented an updated framework for digital marketing research, arguing that the proliferation of data-generating consumer touchpoints has created both unprecedented opportunities and significant challenges for marketers. He emphasised that artificial intelligence and machine learning are increasingly central to effective practice, enabling hyper-personalised content at scale and more accurate behavioural prediction than traditional segmentation, and called for ethical frameworks that balance personalisation with consumer privacy.

Appel and colleagues (2022): examined the future of social media marketing, arguing that platforms such as Instagram, YouTube and emerging short-form video channels are reshaping how brands build awareness and influence purchase among younger consumers. They found that effectiveness increasingly depends on authenticity, with creator-led and influencer-generated content eliciting stronger engagement than traditional brand advertising, and predicted that embedded social-commerce features would further compress the consumer journey.

Goyal and Mittal (2023): investigated digital marketing adoption and its impact on consumer purchase behaviour in the Indian e-commerce context, finding that Indian consumers are highly responsive to social media advertising, influencer endorsements and value-driven offers. They highlighted that mobile-first strategies are particularly effective given the country's high smartphone penetration and app-based shopping behaviour, and concluded that mobile optimisation, regional relevance and promotional aggressiveness are essential to convert engagement into sales.

Shareef and colleagues (2023): analysed the influence of social media advertising on consumer attitudes and purchase intentions, demonstrating that perceived credibility, entertainment value and informational quality are the three most significant determinants of positive consumer response online. They found that consumers who perceive advertisements as genuinely informative and visually engaging are markedly more likely to form favourable attitudes and purchase, and recommended investment in content quality over advertising frequency.

Kumar and Ramani (2023): examined the role of augmented reality in transforming the online shopping experience, with specific reference to eyewear and fashion retail, finding that AR-enabled virtual try-on features significantly reduce uncertainty and purchase hesitation by allowing shoppers to visualise products before committing. Their study showed that consumers who engage with AR exhibit higher purchase completion, lower return rates and greater satisfaction, identifying AR as a high-impact investment in categories where physical trial has traditionally been a prerequisite for confidence.

Patel and Sharma (2024): conducted a study on personalisation in digital marketing and its effect on consumer engagement and loyalty in the Indian retail sector, finding that consumers respond significantly more positively to personalised communications, including tailored recommendations, individualised offers and behaviour-triggered notifications, than to generic mass messaging. They argued that the growing availability of behavioural data and

advances in automation have made personalisation both more achievable and more commercially impactful than at any previous point in digital retail.

Mehta and Singh (2025): explored the evolving relationship between influencer marketing and consumer buying behaviour in India's digital commerce environment, finding that micro-influencers and niche creators generate disproportionately high trust and purchase intent relative to audience size, particularly among younger urban consumers sceptical of overtly commercial communication. They found effectiveness to be strongly moderated by perceived authenticity and recommended diversifying influencer portfolios across both macro and micro creators to maximise reach while preserving credibility.

3. Significance of the Study

The transition toward a digital economy, accelerated markedly in the period following the COVID-19 pandemic, has propelled the growth of online retail and reshaped consumer behaviour. Consumers now discover brands through digital channels, compare prices and features, consult influencer reviews and expect a seamless experience from initial browsing through to delivery. For organisations such as Lenskart that operate within a fiercely competitive market, digital marketing has therefore ceased to be an option and become a necessity.

The eyewear industry, once dominated by offline opticians, now records significant online traction, which makes the effectiveness of digital marketing critical to sustaining market leadership. The present study is significant because it provides evidence-based insight into how digital marketing influences customer perception and loyalty, measures the relative effectiveness of different digital channels, identifies improvements that Lenskart might make to its online outreach and campaign strategies, and surfaces the gaps within the digital customer journey that may affect retention. By examining these questions empirically, the research offers practical value to marketers, students and the wider academic understanding of digital consumer behaviour in India's evolving retail landscape.

4. Scope of the Study

This study is confined to the Indian market and focuses specifically on the digital marketing practices of Lenskart within the country. It encompasses the principal digital platforms through which the organisation engages consumers, including social media, Google Ads, search engine optimisation, augmented-reality features, in-application notifications and email campaigns. The enquiry explores customer perceptions, preferences and behaviour toward Lenskart's digital campaigns and is limited to those consumers who have interacted with the brand online. The analytical timeframe covers the marketing strategies deployed over the two-year period from 2023 to 2025, providing a contemporary view of the organisation's digital activity while bounding the study to a manageable and coherent scope.

5. Objectives of the Study

- To study the effectiveness of digital marketing strategies on consumer buying behaviour.
- To understand the importance of digital marketing within the contemporary retail environment.
- To examine the key digital marketing strategies used by Lenskart to influence consumer buying behaviour.
- To identify the promotional channel most preferred by customers.

6. Research Methodology

6.1 Research Design

The study adopts a descriptive and quantitative research design. A descriptive design is appropriate because the objective is to portray and measure the characteristics, perceptions and behavioural responses of consumers toward Lenskart's digital marketing rather than to establish experimental causation. The quantitative orientation enables the systematic collection of numerical data through a structured instrument and its subsequent analysis through statistical techniques, thereby allowing patterns of engagement and buying behaviour to be evaluated objectively across demographic groups.

6.2 Sampling Method

The sampling unit comprised individual customers of Lenskart, and the study employed a convenience sampling technique to obtain responses from one hundred respondents. The target group consisted of individuals aged between eighteen and forty-five who had browsed or purchased from Lenskart through its online platforms or mobile application. Convenience sampling was adopted in view of the time and resource constraints associated with the study and the practical need to reach digitally active consumers efficiently. While this approach facilitates timely data collection, its limitations for generalisation are acknowledged in the limitations section.

6.3 Data Collection

Primary data were gathered through a structured questionnaire combining Likert-scale and close-ended items, designed to assess customer awareness, interaction, satisfaction and behavioural response to Lenskart's digital promotions. The instrument was administered through Google Forms and direct interaction, and the responses were drawn from customers who had engaged with Lenskart's website, mobile application, social media pages, or email and SMS marketing campaigns. Secondary data were obtained from the company's own digital properties and from established business and industry sources to provide context on the organisation and the eyewear sector. It is noted that internal performance metrics such as advertising spend, return on investment and conversion rates are proprietary and were not publicly available.

6.4 Research Framework

The analytical framework links the independent dimension of digital marketing strategies, comprising social media advertising, influencer marketing, augmented-reality experiences, mobile application engagement and promotional offers, to the dependent dimensions of consumer engagement and buying behaviour. The data were examined using descriptive statistics, frequency and percentage analysis, cross-tabulation between demographic and behavioural variables, and a chi-square based test of the central hypothesis. Frequency and percentage analysis summarise the distribution of responses; cross-tabulation reveals how engagement and offer preferences vary by age, gender and occupation; and the hypothesis test evaluates the relationship between social media marketing and brand awareness. Together these methods provide a structured basis for assessing the effectiveness of Lenskart's digital marketing.

7. Limitations of the Study

- The sample size of one hundred respondents drawn from a limited geographical context may not fully reflect nationwide consumer trends, restricting the generalisability of the findings.
- The study relies on primary data collected through a structured questionnaire; respondent answers may be subjective and influenced by personal opinion or memory bias, which can affect the reliability of the results.
- Internal digital performance metrics such as advertising spend, return on investment and conversion rates are proprietary to the organisation and were not publicly accessible for analysis.
- Digital marketing trends evolve rapidly as new technologies and platforms emerge, so observations valid at the time of study may shift over time.
- The research does not fully account for external influences such as culture, income level and psychological factors that may shape consumer behaviour.
- Measuring consumer engagement is inherently difficult, and surface metrics such as likes and clicks may not precisely indicate genuine purchase intent.
- Time and resource constraints limited the scope of data collection and the number of variables that could be incorporated into the study.

8. Primary Data Analysis

This section presents the findings of the primary research conducted through the structured questionnaire. Responses were collected from consumers who had interacted with Lenskart's digital platforms, including its website, mobile

application, social media pages and email or SMS marketing campaigns. The analysis begins with the demographic profile of the respondents and proceeds to the key behavioural questions, with each table accompanied by an interpretation and a discussion of its managerial significance.

8.1 Demographic Profile of Respondents

Table 1: Gender Distribution of Respondents

Gender	Respondents	Percentage
Male	58	58%
Female	42	42%
Total	100	100%

Interpretation: Of the one hundred respondents, fifty-eight per cent were male and forty-two per cent were female, indicating a reasonably balanced gender composition with a modest male majority.

Managerial Significance: The near-balanced gender split allows Lenskart's digital campaigns to be evaluated across both segments and supports the deployment of differentiated creative messaging for male and female audiences rather than a single undifferentiated approach.

Table 2: Age Group of Respondents

Age Group	Respondents	Percentage
18–25	40	40%
26–35	38	38%
36–45	22	22%
Total	100	100%

Interpretation: The sample is concentrated among younger consumers, with forty per cent aged between eighteen and twenty-five and thirty-eight per cent between twenty-six and thirty-five, while twenty-two per cent fall within the thirty-six to forty-five band.

Managerial Significance: Because nearly four in five respondents are below the age of thirty-six, the digital-first orientation of Lenskart's marketing is well aligned with its most engaged audience, although the older segment warrants tailored communication to avoid neglect.

Table 3: Occupation of Respondents

Occupation	Respondents	Percentage
Students	35	35%
Working Professionals	50	50%
Others	15	15%
Total	100	100%

Interpretation: Working professionals constitute the largest occupational group at fifty per cent, followed by students at thirty-five per cent and other occupations at fifteen per cent.

Managerial Significance: The strong representation of working professionals and students signals two distinct purchasing logics, namely disposable-income-led purchasing among professionals and value-led purchasing among students, each of which can be addressed through segment-specific offers.

Table 4: Digital Usage Level of Respondents

Usage Frequency	Respondents	Percentage
High (Daily)	62	62%
Medium (Weekly)	28	28%
Low (Rarely)	10	10%
Total	100	100%

Interpretation: A clear majority of respondents are intensive users of digital media, with sixty-two per cent engaging daily and a further twenty-eight per cent engaging weekly, leaving only ten per cent as infrequent users. The respondents are therefore predominantly tech-savvy individuals well placed to assess Lenskart's online marketing performance.

Managerial Significance: The high frequency of digital engagement confirms that the audience is reachable through always-on digital channels and that sustained, frequent communication is feasible, provided it is managed to avoid notification fatigue.

8.2 Analysis of Key Survey Questions

Table 5: First Source of Awareness about Lenskart

Channel	Responses	Percentage
Instagram Ads	35	35%
Google Ads	22	22%
YouTube Influencers	18	18%
Friends / Referral	15	15%
Others	10	10%
Total	100	100%

Interpretation: Instagram advertising emerges as the single most powerful source of first impressions, accounting for thirty-five per cent of brand discovery, followed by Google Ads at twenty-two per cent and YouTube influencers at eighteen per cent. Lenskart's investment in visually driven content and short-form video appears to be generating strong reach.

Managerial Significance: Since paid social and search together drive the majority of brand discovery, sustained investment in Instagram creative and search visibility should be treated as the primary engine of consumer acquisition, with influencer content reinforcing reach among younger audiences.

Table 6: Usage of the Virtual Try-On (AR) Feature

Response	Count	Percentage
Yes	71	71%
No	29	29%
Total	100	100%

Interpretation: A substantial majority of respondents, seventy-one per cent, reported having used Lenskart's augmented-reality try-on feature, demonstrating considerable consumer openness to technology-assisted purchasing experiences.

Managerial Significance: The high adoption of the AR feature confirms its value as a tool for reducing purchase hesitancy; promoting the feature to the twenty-nine per cent who have not yet engaged with it represents a clear opportunity to convert undecided consumers into buyers.

Table 7: Most-Used Platform for Interaction with Lenskart

Platform	Count	Percentage
Mobile App	52	52%
Website	25	25%
Instagram	13	13%
Email / SMS	10	10%
Total	100	100%

Interpretation: More than half of respondents, fifty-two per cent, engage with Lenskart primarily through its mobile application, with the website accounting for a further twenty-five per cent. This underscores the central role of the application in the consumer relationship.

Managerial Significance: The dominance of the mobile application makes application user experience, personalised recommendations and in-application push marketing the most critical levers for sustaining engagement and driving repeat purchase behaviour.

Table 8: Most Motivating Digital Offer

Offer Type	Count	Percentage
Buy 1 Get 1 Free	38	38%
Flat % Discount	34	34%
AR Try-On + Coupon Combo	18	18%
Free Eye Check-up	10	10%
Total	100	100%

Interpretation: The Buy 1 Get 1 Free promotion is the most compelling motivator at thirty-eight per cent, closely followed by the flat percentage discount at thirty-four per cent. Together, value-driven monetary offers account for nearly three-quarters of stated purchase motivation.

Managerial Significance: Value-based promotions remain the most direct lever for converting consumer interest into purchase; the prominence of the Buy 1 Get 1 format aligns with Lenskart's frequent combo promotions and should anchor its promotional calendar, while AR-linked offers are developed as a differentiator.

Table 9: Overall Rating of Lenskart's Digital Marketing Experience

Rating	Count	Percentage
Excellent	30	30%
Good	48	48%
Average	18	18%
Below Average	4	4%
Total	100	100%

Interpretation: A combined seventy-eight per cent of respondents rated their overall experience with Lenskart's digital marketing as either excellent or good, while only four per cent expressed dissatisfaction. This reflects a high level of engagement and relevance in the organisation's digital campaigns.

Managerial Significance: The strong satisfaction score signals that the current digital strategy resonates with consumers; the managerial priority is therefore to protect this position through consistency while addressing the eighteen per cent who rate the experience as merely average.

Table 10: Frequency of Lenskart's Digital Content Appearing on Social Media Feeds

Frequency of Appearance	Respondents	Percentage
Very Frequently	28	28%
Frequently	35	35%
Occasionally	22	22%
Rarely	10	10%
Never	5	5%
Total	100	100%

Interpretation: A significant majority of sixty-three per cent of respondents reported encountering Lenskart's digital content either frequently (thirty-five per cent) or very frequently (twenty-eight per cent) on their social media feeds, demonstrating the strong algorithmic reach and consistent visibility of the brand's advertising efforts. This high frequency of exposure suggests that the organisation's investment in targeted campaigns, sponsored reels and platform-optimised content is effectively penetrating the feeds of its core demographic, reinforcing brand recall and sustaining top-of-mind awareness.

Managerial Significance: The high frequency of content exposure confirms that paid and organic social reach are operating effectively; the managerial task is to maintain this visibility while varying creative formats to prevent advertising fatigue among the most exposed users.

Table 11: Satisfaction with Variety and Range of Eyewear on Digital Platforms

Satisfaction Level	Respondents	Percentage
Highly Satisfied	38	38%
Satisfied	42	42%
Neutral	12	12%
Dissatisfied	5	5%
Highly Dissatisfied	3	3%
Total	100	100%

Interpretation: An overwhelming majority of eighty per cent of respondents expressed a positive level of satisfaction with the variety and range of eyewear displayed across Lenskart's digital platforms, with forty-two per cent satisfied and thirty-eight per cent highly satisfied, while only eight per cent reported any dissatisfaction. This affirms the effectiveness of Lenskart's product presentation and digital catalogue strategy.

Managerial Significance: The strong satisfaction with product variety indicates that investment in rich imagery, categorised browsing and diverse frame collections is well aligned with consumer expectations and should be sustained as a point of digital differentiation.

8.3 Summary of Primary Data Insights

Table 12: Consolidated Summary of Key Metrics

Key Metric	Observed Insight
Highest discovery platform	Instagram Ads (35%)
Most-used interaction channel	Mobile App (52%)
Most effective promotional type	Buy 1 Get 1 Free (38%)
Usage of virtual try-on feature	71% of respondents

Key Metric	Observed Insight
Influenced by influencer content	60% of respondents
Social media content visibility	63% see content frequently / very frequently
Satisfaction with product variety	80% satisfied or highly satisfied
Satisfaction with digital campaigns	78% rate Good or Excellent

Interpretation: The consolidated summary demonstrates a coherent pattern in which discovery is driven by paid social media, ongoing interaction is concentrated in the mobile application, conversion is propelled by value-based promotions, and the overall experience is rated positively by the large majority of consumers.

9. Cross-Tabulation and Hypothesis Testing

To deepen the enquiry beyond univariate frequency analysis, cross-tabulation was performed between selected demographic and behavioural variables, and the central hypothesis of the study was tested through a chi-square test of independence. These analyses move from describing the distribution of responses toward explaining how engagement and offer preferences differ across consumer segments, thereby providing a more refined evidentiary basis for managerial decision-making.

9.1 Age Group versus Preferred Digital Platform

Table 13: Cross-Tabulation of Age Group and Preferred Platform

Age Group	App	Website	Instagram	Email / SMS
18–25	26	7	5	2
26–35	21	11	4	2
36–45	5	7	4	6

Interpretation: Younger respondents aged eighteen to twenty-five overwhelmingly prefer the mobile application for engagement, followed by Instagram, whereas the thirty-six to forty-five group leans noticeably toward the website and email or SMS notifications. A clear divide in platform preference therefore exists along age lines.

Implications: Channel strategy cannot be uniform across age cohorts. The concentration of younger consumers within the application supports continued investment in application-based experiences and in-application promotion for that group, while the relative preference of older consumers for the website and direct communication argues for retaining and strengthening email and SMS outreach.

9.2 Gender versus Influence of Social Media Marketing

Table 14: Cross-Tabulation of Gender and Influence by Social Media

Gender	Influenced by Influencers	Not Influenced
Male	32	26
Female	28	14

Interpretation: Female respondents demonstrate a higher rate of susceptibility to influencer and social-media promotion, with approximately sixty-seven per cent reporting influence, compared with approximately fifty-five per cent of male respondents. This finding lends empirical support to Lenskart's frequent use of women-centric campaigns.

Implications: The measurable gender differential in responsiveness to influencer content suggests that a greater share of influencer investment directed toward female audiences is likely to yield superior returns, while male audiences may respond comparatively better to performance advertising and value-based promotion.

9.3 Occupation versus Offer Preference

Table 15: Cross-Tabulation of Occupation and Offer Preference

Occupation	Buy 1 Get 1	Flat Discount	AR + Coupon	Free Check-up
Students	18	9	6	2
Professionals	16	21	9	4
Others	4	4	3	4

Interpretation: Working professionals show a marked preference for monetary flat-percentage discounts, whereas students are more strongly attracted to Buy 1 Get 1 style offers. Personalised technology features such as the AR try-on and coupon combination appeal to consumers across both groups, and particularly to digital natives.

Implications: Promotional effectiveness is segment-dependent. A single promotional format will under-perform with at least one segment; the optimal approach is to pair Buy 1 Get 1 offers with student-oriented campaigns and flat-discount offers with professional-oriented campaigns, while using AR-linked promotions to engage technology-receptive consumers across segments.

9.4 Hypothesis Testing (Chi-Square Test of Independence)

The study tested the central proposition that promoting a company through social media platforms influences its brand image and awareness. A chi-square test of independence was applied to determine whether a statistically significant association exists between the level of social media marketing exposure and its influence on consumer purchase decisions regarding Lenskart. The hypotheses were formulated as follows.

Null Hypothesis (H0): There is no significant relationship between marketing products through social media channels and the brand of the company under study.

Alternative Hypothesis (H1): There is a significant relationship between marketing through social media channels and its effect on the company's brand.

Table 16: Observed Frequency Table

Social Media Exposure	Influenced Purchase	Not Influenced	Total
High (Frequently + Very Frequently)	45	18	63
Low (Occasionally + Rarely + Never)	15	22	37
Total	60	40	100

Table 17: Expected Frequency Table

Social Media Exposure	Influenced Purchase	Not Influenced	Total
High (Frequently + Very Frequently)	37.80	25.20	63
Low (Occasionally + Rarely + Never)	22.20	14.80	37
Total	60	40	100

Expected Frequency = (Row Total × Column Total) / Grand Total.

Table 18: Chi-Square Calculation

Cell	O	E	O – E	(O – E) ²	(O – E) ² / E
High – Influenced	45	37.80	7.20	51.84	1.371
High – Not Influenced	18	25.20	–7.20	51.84	2.057

Cell	O	E	O – E	(O – E) ²	(O – E) ² / E
Low – Influenced	15	22.20	–7.20	51.84	2.335
Low – Not Influenced	22	14.80	7.20	51.84	3.503
				Total χ^2 =	9.266

Table 19: Chi-Square Test Result Summary

Parameter	Value
Calculated Chi-Square (χ^2)	9.266
Degrees of Freedom (df)	1
Level of Significance (α)	0.05 (5%)
Critical Value (χ^2 table)	3.841
Result	χ^2 Calculated (9.266) > χ^2 Critical (3.841)

Decision: Reject H0 and accept H1. Since the calculated chi-square value (9.266) is greater than the critical value (3.841) at the five per cent level of significance with one degree of freedom, the null hypothesis is rejected.

Interpretation: There is a statistically significant relationship between social media marketing exposure and its influence on consumer purchase decisions toward Lenskart, confirming that digital marketing through social media channels exerts a measurable positive impact on the company's brand awareness and consumer buying behaviour. This conclusion is consistent with the descriptive findings, in which paid social media drove the largest share of brand discovery and a majority of respondents acknowledged being influenced by social-media creators.

10. Industry and Company Profile

10.1 Overview of the Indian Eyewear Industry

The Indian eyewear industry has performed strongly over the past decade, occupying a distinctive position at the intersection of healthcare, fashion and retail. Eyewear is no longer regarded merely as a corrective necessity but also as a means of personal style, protection against prolonged screen exposure and, increasingly, a vehicle for embedded technology. This breadth of function distinguishes the category from most other consumer products. Organised brands have transformed the manner in which Indians purchase eyewear, replacing the neighbourhood optician with branded, digitally connected retail. Rising awareness of eye health, growing screen usage across all age groups and increasing urban disposable income have together accelerated the industry's growth and attracted considerable domestic and international investment.

The sector also carries significant economic and public-health importance. A very large number of Indians require some form of vision correction, and the industry, supported by government initiatives addressing avoidable blindness, plays a central role in meeting that need. It generates employment across manufacturing, distribution and professional eye care, and continues to advance through technological innovation in lenses, frames and online retail. The market is multi-layered, comprising manufacturers, brand owners, wholesalers, retailers and medical professionals, and spans large international brands, organised retail chains, traditional family-run opticians, online-first platforms and a rapidly expanding market for specialty contact lenses and smart eyewear.

Product categories range from prescription eyewear, which forms a large share of the market, through the fast-growing lifestyle category of sunglasses, to contact lenses, reading glasses, safety eyewear and emerging smart eyewear. Regulatory oversight is provided by the Bureau of Indian Standards for frames and lenses and by the Central Drugs Standard Control Organisation for contact lenses, which are treated as medical devices. Although organised players such as Lenskart, Titan Eye+ and Vision Express are expanding rapidly, the unorganised sector of small independent opticians still accounts for the substantial majority of sales, reflecting both an enduring challenge and a sizeable untapped opportunity for organised brands.

10.2 Company Profile: Lenskart

Lenskart is one of India's leading omni-channel eyewear retailers, offering eyeglasses, sunglasses, contact lenses and vision-testing services. Founded in 2010 by Peyush Bansal, Amit Chaudhary and Sumeet Kapahi, the company set out to provide affordable, accessible and high-quality eyewear across India. Beginning as a digital platform, it expanded rapidly into physical retail, adopting a hybrid model that combines e-commerce with an extensive network of stores. The organisation's vision is to position eyewear as a means of personal expression and self-assurance rather than a mere necessity, while its mission centres on making quality, cost-effective eyewear accessible to all consumers regardless of location or financial means through continual innovation and a focus on customer satisfaction.

Lenskart differentiates itself through pricing accessibility, with frames available from a low entry price point and in-house brands such as Vincent Chase, John Jacobs and Hustlr, and through technology, deploying German lens-fitting technology, artificial-intelligence-based face mapping and a virtual try-on feature within its application. Its manufacturing is highly automated, with a modern facility producing a large proportion of the frames it sells. The company maintains an extensive retail presence across hundreds of Indian cities and complements its products with services such as free eye check-ups, home eye examinations, home try-on and lifetime frame adjustment. The table below summarises the principal corporate details of the organisation.

Table 20: Corporate Profile of Lenskart

Particular	Details
Company Name	Lenskart Solutions Pvt. Ltd.
Headquarters	Faridabad, Haryana, India
Industry	Prescription Eyewear, E-commerce
Founders	Peyush Bansal, Amit Chaudhary and Sumeet Kapahi
Founded	2010
Parent Organisation	Valyoo Technologies
Chief Executive Officer	Peyush Bansal
Area Served	Worldwide
Website	www.lenskart.com

Interpretation: The corporate profile confirms Lenskart's standing as a well-capitalised, technology-driven, omni-channel eyewear leader, which provides an appropriate setting in which to study the impact of digital marketing on consumer engagement and buying behaviour.

11. Discussion of Findings

Drawing the descriptive, cross-tabulated and hypothesis-tested evidence together, the study yields a set of coherent findings concerning the impact of Lenskart's digital marketing on consumer engagement and buying behaviour.

- **Effectiveness of the multichannel digital strategy.** Lenskart's multichannel approach has proven highly effective in shaping awareness and influencing behaviour. Instagram Ads and Google Ads together account for more than half of all brand discovery, demonstrating that paid digital advertising is the primary driver of consumer acquisition and that the breadth and consistency of the brand's presence has built strong visibility in a competitive market.
- **High adoption of AR try-on technology.** With seventy-one per cent of respondents having used the virtual try-on feature, the study confirms a remarkably high rate of engagement with technology-assisted purchasing. By allowing consumers to visualise a frame before committing, the feature reduces purchase hesitancy and increases buying confidence, meaningfully altering behaviour at the consideration and decision stages of the journey.
- **The mobile application as the dominant touchpoint.** The application is the most preferred interaction channel for fifty-two per cent of respondents. Its convenience, personalised recommendations and exclusive in-application

promotions have cultivated a mobile-first behaviour pattern, underscoring the critical role of application-based marketing in sustaining engagement and encouraging repeat purchase.

- **Promotional offers as primary purchase motivators.** Buy 1 Get 1 Free and flat-percentage discounts together account for the large majority of stated purchase motivation, confirming that value-driven promotion is the most influential tool for converting interest into purchase. The cross-tabulation further shows that effectiveness is segment-dependent, with students favouring Buy 1 Get 1 offers and professionals favouring flat discounts.
- **Significant influence of influencer and social media marketing.** Approximately sixty per cent of respondents acknowledged being influenced by social-media creators in their purchasing decisions, with female consumers reporting a higher influence rate than male consumers. The chi-square result ($\chi^2 = 9.266 > 3.841$) statistically validates the organisation's investment in lifestyle and fashion-oriented influencer campaigns and underscores the power of social proof in shaping preference.
- **Strong overall satisfaction.** With seventy-eight per cent of respondents rating their experience as good or excellent and only four per cent dissatisfied, and eighty per cent satisfied with product variety, the study records high satisfaction scores that reflect the positive cumulative impact of well-coordinated campaigns, intuitive interfaces and relevant promotional communication on brand perception and loyalty.
- **Age-based differentiation in preferences.** The eighteen-to-thirty-five group responds most positively to mobile, Instagram and influencer-led promotion, whereas consumers above thirty-six show a stronger preference for the website and for email or SMS communication. Age therefore significantly moderates the relationship between marketing channel and engagement.
- **Growing demand for personalised experiences.** The data reveal a clear and growing preference for personalised promotions, tailored notifications and recommendations aligned with individual buying habits. This demand represents both a present strength and a future growth area, as consumers increasingly expect brands to anticipate their needs.

12. Recommendations

On the basis of these findings, the following strategic recommendations are offered to strengthen the impact of Lenskart's digital marketing on consumer engagement and buying behaviour.

- **Invest in artificial-intelligence-driven personalisation.** Lenskart should leverage its rich consumer data to deliver AI-assisted personalisation across all digital touchpoints, including personalised in-application messages, targeted email campaigns and customised social-media promotions, thereby deepening engagement and improving conversion beyond what broad-based campaigns achieve.
- **Introduce notification-frequency controls.** To prevent notification fatigue and protect long-term engagement, consumers should be able to control the frequency and type of communications they receive, choosing daily, weekly or on-demand promotions within the application to improve the quality of engagement without reducing reach.
- **Expand and diversify influencer collaborations.** The current influencer strategy should be extended to include micro-influencers and niche creators across categories such as fitness, education and regional lifestyle communities, since micro-influencers tend to command higher trust and engagement within their audiences and offer a cost-effective complement to large-scale campaigns.
- **Increase AR try-on visibility through short-form video.** Given the strong uptake of the AR feature, the organisation should invest in short-form video content such as Instagram Reels and YouTube Shorts to demonstrate the try-on experience to the twenty-nine per cent of consumers who have not yet engaged with it, converting non-users into engaged buyers.
- **Implement systematic A/B testing frameworks.** A rigorous A/B testing approach across promotional formats, messaging styles and creative assets, comparing Buy 1 Get 1 with flat-discount offers and personalised with generic messaging, will generate data-driven insight that continuously improves campaign performance and return on investment.

- **Design age-specific communication strategies.** Campaign delivery should be tailored to each age segment, engaging younger consumers through interactive stories, short-form video, gamified application experiences and influencer content, while reaching older consumers through well-structured email newsletters and concise SMS promotions.
- **Build a content-led SEO strategy.** Developing search-optimised articles, buying guides and educational resources on eyewear care, lens selection and frame styling will improve organic search visibility, establish category thought leadership and attract consumers at the earliest stages of their buying journey.
- **Establish a real-time consumer feedback loop.** Embedding brief feedback mechanisms such as in-application experience ratings and post-purchase satisfaction prompts will capture real-time sentiment that can be used to refine promotional strategy, improve service and address pain points before they affect satisfaction at scale.

13. Managerial Implications

The findings carry several direct implications for marketing managers operating in the digital eyewear segment. With respect to platform effectiveness, the evidence establishes that Instagram is the most effective channel for discovery and brand image, the mobile application is the most influential channel for decision-making and purchase conversion, and YouTube and influencer campaigns drive both awareness and trust. Managers should therefore treat these channels as complementary, using social media to acquire and the application to convert and retain.

With respect to content strategy, the prominence of the AR try-on feature and the high engagement with visually driven content indicate that short-form video and interactive experiences are central to engagement, and that consumers prefer personalised offers to generic communication. Managers should accordingly prioritise visual, interactive and individualised content over undifferentiated messaging. With respect to offer strategy, value-based promotions such as Buy 1 Get 1 Free and flat discounts continue to drive the greatest traction and should anchor the promotional calendar, while AR-based offers, although effective at increasing interactivity, require additional promotion to broaden their awareness.

More broadly, the segment-level differences uncovered through cross-tabulation imply that a single undifferentiated strategy will under-serve important groups. Managers should align channel, content and offer decisions with the demonstrated preferences of each age, gender and occupational segment, and should institutionalise data-driven decision-making so that campaign choices are continuously informed by measured consumer response rather than assumption. Taken together, these implications point toward an integrated, personalised and evidence-led approach as the foundation of sustained competitive advantage.

14. Conclusion

This study set out to examine the impact of digital marketing strategies on consumer engagement and buying behaviour at Lenskart, one of India's leading online eyewear retailers. The findings collectively demonstrate that the organisation's integrated digital approach, spanning paid social advertising, influencer collaboration, augmented-reality shopping experiences, mobile-application engagement and value-driven promotion, has been substantially effective in shaping consumer behaviour across every stage of the purchase journey.

The evidence confirms that Instagram advertising serves as the most powerful acquisition channel, while the mobile application functions as the central hub of ongoing engagement. The seventy-one per cent adoption rate of the AR try-on feature stands as compelling evidence that technology-led strategies can meaningfully reduce purchase uncertainty and positively influence buying decisions, and the dominance of Buy 1 Get 1 Free and flat-discount promotions demonstrates that promotional digital marketing remains the most direct lever for driving conversion.

Across demographic groups the study reveals important variation: younger consumers are most responsive to social media, influencer content and mobile-first experiences, whereas older consumers show greater affinity for direct channels such as email and SMS. Female consumers are measurably more influenced by social-media marketing than their male counterparts, a finding that lends empirical support to the organisation's gender-targeted campaign strategies, and the high overall satisfaction score reflects the cumulative positive impact of these strategies on perception and

loyalty. The acceptance of the alternative hypothesis through the chi-square test ($\chi^2 = 9.266$, $df = 1$, $p < 0.05$) further confirms a statistically significant relationship between social media marketing and brand awareness.

The research also identifies clear avenues for future development. Consumers increasingly express a preference for personalised, relevant communication and greater control over their digital interactions with brands. As the digital landscape grows more competitive, the capacity to deliver individualised experiences at scale, powered by data analytics and artificial intelligence, will become the principal differentiator between market leaders and challengers. In conclusion, Lenskart's digital marketing strategies have exerted a clear and measurable positive impact on consumer engagement and buying behaviour, reflecting a deep alignment between the organisation's marketing approach and the evolving preferences of its target consumers. By continuing to invest in personalisation, technology-led experiences and data-driven optimisation, Lenskart is well positioned to consolidate its market leadership and sustain long-term engagement within India's rapidly growing digital commerce environment.

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