

Consumer Behavior Towards Optical Stores with Special Reference to Vijayapura City

Laxman pawar¹, Deepak Prabhakar chougale², Ravi Chavan³

¹Assistant Professor, Department of Management and Research Centre BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapur.

²MBA Student at Department of Management studies and Research Centre BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapur

³Assistant Professor, Department of Management studies and Research Centre BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapur.

Abstract- This research explores consumer behavior trends in the retail optical market of Vijayapura city with regard to drivers of purchase decisions for eye-care products like glasses, contact lenses, and sunglasses. The research analyzes important variables like brand choice, price, store ambiance, customer service, promotional offers, and the role of after-sales services. A survey was conducted among 50 participants with the help of a standardized questionnaire, and statistical software like SPSS, frequency distributions, and one-sample t-tests were used to process the information. Findings indicate that although drivers like combo offers, cleanliness of the store, and the behavior of staff members have moderate impacts on consumer decisions, traditional drivers like price transparency and rewards programs have negligible effects. The research concludes that the optical retailers of Vijayapura need to strike a balance between service quality, product assortment, and customer engagement plans to achieve maximum satisfaction and loyalty. The findings serve as a starting point for business performance enhancement and influencing consumer-driven retail strategies in the local optical business.

I. INTRODUCTION

Consumer behavior is important to the success of any retail business, including the optical business. In the past few years, there has been a growing concern for eye health and the use of vision correction devices such as spectacles, contact lenses, and sunglasses. This has called for the need for optical stores to understand what drives customers in choosing an optical store. Vijayapura, a blend of traditional and contemporary retailing practices, offers a good place to study these trends. Customers here are motivated by a number of factors such as price, brand offerings, product line, customer service, and store atmosphere. Competition has risen among optical stores, hence

the need to understand what drives consumer satisfaction and loyalty. Promotions and after-sales service such as free adjustments also influence decision-making. This study aims at determining how demographic factors such as age, income, level of education, and occupation affect buying behavior. Walk-in and prescription buying are addressed in the study and online and offline preferences compared. Through these trends, optical stores in Vijayapura can improve customer service. This will help them to improve the quality of service, boost sales, and establish long-term customer relations. The findings of the study can also be applied in other businesses selling their goods or services in similar urban markets.

II. REVIEW OF LITERATURE

1. Polyxena Aurora Roman (Parescura) – Emphasized that consumer behaviour in the optical sector is complex and influenced by personal (age, budget, lifestyle), psychological (motivation, attitude), social, and cultural factors, making eyewear a high-involvement purchase.
2. Aksorn Padungkiatsakul – Found that consumers in Bangkok prioritize product quality and service when buying premium spectacle lenses, with physical needs and service quality being more important than emotional or social factors.
3. Mustafa Senya – Highlighted problems faced by opticians and optical stores in Turkey, such as lack of training, regulatory issues, and challenges in adapting to technology, suggesting reforms for better professional standards.
4. Irina Graziani – Explored the role of Customer Relationship Management (CRM) in optical retail and suggested using conceptual

frameworks to assess and improve customer loyalty and service strategies.

5. H. Z. Santoso – Used computer vision and pattern recognition (via CCTV) to study customer behaviour in stores, helping retailers optimize their store layout based on movement and interactions.
6. Jacqueline Bernessa Kincora – Studied work performance in Vision Glasses (Surabaya) and proposed structured offline and online work procedures to improve customer service and employee efficiency.
7. Haejoo Han, Sujin Park, and Kyung Hoon Hyun – Analysed how virtual store elements like opaque exterior design influence consumer perception and intention in virtual shopping environments.
8. Ana Javornik – Discussed the emerging role of augmented reality (AR) in marketing and proposed a research agenda to understand how AR’s interactive features impact consumer decision-making.
9. Johannes Krekel and Freimut Bodendorf – Proposed using video and infrared tracking in physical retail to gather customer behaviour data at the point of sale, helping improve store layout and product placement.

III. OBJECTIVES OF THE STUDY

- To identify factors influencing consumer choice of optical stores in Vijayapura.
- To evaluate the impact of pricing, brand, and service on purchasing decisions.

IV. HYPOTHESIS

- H0₁ (Null Hypothesis 1): There is no significant relationship between various factors and consumer choice of optical stores in Vijayapura.
- H1 (Alternative Hypothesis 1): There is a significant relationship between various factors (such as product variety, location, and promotions) and consumer choice of optical stores in Vijayapura.
- H0₂ (Null Hypothesis 2): Pricing, brand availability, and customer service do not significantly influence consumer purchasing decisions in optical stores.
- H2 (Alternative Hypothesis 2): Pricing, brand availability, and customer service significantly influence consumer purchasing decisions in optical stores.

V. RESEARCH METHODOLOGY

Particular	Explanation
Primary Data	Research conducted a survey in order to understand better how consumer behaviour towards optical stores with special references to Vijayapura city
Secondary Data	Websites and research papers were used as secondary data.
Data Collection Tool	The data for this study was collected using self-administrated and wellstructured questionnaire with 10 different questions and given to respondents to respond using manually papers
Sample Size	50

Analytical tools:

- Data was analysed by using IBM SPSS.
- The tools used for analysis were Frequency distribution and percentages (Non Parametric) and One sample T test for Likert scale question
- Visual tools like Pie charts and Bar charts were also used.
- The mean, median, mode, and standard deviation are measures that describe a data set's central tendency and variability.

VI. SCOPE AND LIMITATIONS OF THE STUDY

- The study focuses exclusively on consumer behaviour toward optical stores in Vijayapura city.
- It includes a variety of optical products and services such as spectacles, sunglasses, contact lenses, and eye testing.
- The sample size is limited to 50 respondents, which may not represent the full consumer base.

- The study is geographically restricted to Vijayapura and may not apply to other regions.
- Data was collected via self-administered questionnaires, which may involve respondent bias.

VII. DATA ANALYSIS AND INTERPRETATION

	Test Value = 3		Sig. (2-tailed)	Mean (2- Difference)	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
SwitchStoreForVariety Parking Effect	-.922	49	.361	-.180	-.57	.21
LoyaltyProgramsInfluence	.942	49	.351	.180	-.20	.56
Recommend Store Cleanliness	-.194	49	.847	-.040	-.45	.37
Importance	.191	49	.850	.040	-.61	.46
	-1.120		.268	-.220		.17

Interpretation:

Based on the one-sample t-test results, there was no statistically significant difference from the neutral point (test value = 3) for any of the surveyed factors. Therefore, the null hypothesis (H₀₁) is accepted,

One-Sample Test

indicating that there is no significant relationship between factors such as product variety, location, and promotions and consumer choice of optical stores in Vijayapura."

	Test Value = 3		Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Transparent Pricing Importance.	-1.353	49	.182	-.300	-.75	.15
Branded Check Frequency	-.760	49	.451	-.160	-.68	.26
Staff Behavior Impact	-1.414	49	.164	-.280	-.40	.12
Chose For Combo Deals			.649			.54
After Sale Service importance	.459	49		.100		
	.096	49	.924	.020		.44

Interpretation:

The one-sample t-test results showed no statistically significant deviation from the neutral point (test value = 3) for pricing importance, brand availability, or customer service. Therefore, the null hypothesis (H₀₂) is accepted, indicating that these factors do not

significantly influence consumer purchasing decisions in optical stores."

VIII. FINDINGS

The customer behavior in the optical retail sector is a blend of preferences with loyalty being a dominant

theme, although there is some openness to exploring other stores for better product variety. Some customers are attracted to wider choice, but a lot of customers also stick with their current providers, and variety alone does not seem to be a powerful incentive to change. While parking and accessibility are a mixed impact: 1 in 3 respondents say that it is important, an equivalent number rarely consider it at all, ranking it a moderate factor in store selection. Like loyalty programs, these do not seem to strongly affect shopping decisions: some customers love them, but most just don't care or are unclear about what they're getting in return. Interestingly, customer recommendations are not very much impacted by product range, as only a few respondents mentioned this as a reason to support their store. This indicates that other factors may have a more important role in driving advocacy. However, the cleanliness and store appearance are somewhat more important to about half of customers, but a considerable segment doesn't rate it highly transparent pricing is even lower on the priority list so both customers either trust the store or do not consider other factors such as service or convenience as being more important.

IX. SUGGESTIONS

Optical retailers need to take into account several key improvements according to customer insights so as to be able to better meet customer expectations and improve overall satisfaction. When introducing a wider variety of products (i.e., exclusive or limited edition products), you will be able to capture the interest of customers who are open to searching for better options in other stores as well. A practical advantage for those who consider convenience in their shopping decisions would be to improve parking availability and store accessibility in parallel. While current programs may not be too influential, by making their rewards more visible and more valuable, they can strengthen customer engagement and retention in the long run. Given that combo deals and limited time offers have been effective in generating purchases, promotional strategies such as these should be continued to take advantage of price sensitive shoppers. Although not a universal priority, creating a clean and welcoming store environment is still important so as to leave a positive impression and improve the overall shopping experience. Branded products might be offered more prominently in store, through in store displays and advertising, making the

brand conscious buyer who considers label reputation in their purchase decisions.

X. CONCLUSION

promotional deals, and after-sales service all have a significant impact on consumer behavior towards optical shops in Vijayapura. While certain aspects such as transparent pricing or hygiene are not the number one concern for everyone, they are still part of the overall experience. Optical shops can enhance customer satisfaction and loyalty by striking a balance between quality service, offers, and ease of access while knowing what is most important to their target audience.

BIBLIOGRAPHY

Research papers

- [1] (Parescura), P. A. (n.d.). Consumer Behaviour Characteristics in Optometry and Optical Dispensing Sector .
- [2] Grazdane, I. (n.d.). A customer relationship management approach for optical retail business .
- [3] Haejoo Han, S. P. (n.d.). Effects of virtual stores' opaque exterior on store perceptions and purchase intentions .
- [4] Javornik, A. (n.d.). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour .
- [5] Johannes Kröckel, F. B. (n.d.). Visual Customer Behaviour Analysis at the Point of Sale.
- [6] Kuncoro., J. B. (n.d.). Making Offline and Online Work Procedures for Vision Glasses Optical Store in Surabaya.
- [7] Padungkiatsakul., A. (n.d.). Understanding factors affecting consumer behaviour towards premium optical leas brands in Bangkok.
- [8] Piyachat Laoviwat, P. S. (n.d.). 2A Study of Demographics Influencing on Consumer Behaviour and Attitude towards Brand Equity of Optical Business in Thailand . Santoso, H. Z. (n.d.). Object detection for pattern analysis of consumer behaviour to optimise store layout .
- [9] Santoso, H. Z. (n.d.). Object detection for pattern analysis of consumer behaviour to optimise store layout . Şenay, M. (n.d.). A Field Research on the Problems Experienced by Opticians and Optical Stores .

Websites

- [11] <https://scholar.google.com>
- [12] <https://www.researchgate.net>
- [13] <https://www.jstor.org/>
- [14] <https://www.semanticscholar.org/>
- [15] <https://www.ijerd.com/articles/IJSRDV11I11036.pdf>
- [16] <https://harzing.com/blog/2021/10/publish-or-perish-version8>
- [17] <https://mgesjournals.com/hssr/article/view/hssr.2019.7686/2288>