

# A Study on Service Quality Towards Lenskart with Special Reference to Lenskart Coimbatore, R.S. Puram Branch

Ms. Vineetha. V, Mr. Ritheshkumar A

Department of Commerce, Rathinam College of Arts & Science,  
Coimbatore

**Abstract** – The optical retail industry in India has undergone significant changes in recent years, especially with the rise of omnichannel eyewear brands that combine the convenience of online shopping with the experience of physical stores. Lenskart is a leading example of this transformation, offering customers a seamless blend of digital and in-store services. This study focuses on understanding how customers perceive the quality of services provided at Lenskart's R.S. Puram branch in Coimbatore. To evaluate service quality, the study uses the SERVQUAL model, which looks at five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Primary data were collected from 120 customers who visited the R.S. Puram branch through a structured questionnaire. In addition, secondary data were gathered from research articles, industry reports, and other reliable sources. The collected data were analysed using statistical tools such as simple percentage analysis, weighted average method, and chi-square test. The findings show that customers are particularly satisfied with aspects related to assurance and empathy, indicating that staff behaviour, trust, and personal attention are strong points of the store. Overall, customer satisfaction at the R.S. Puram branch is found to be quite positive. Based on these insights, the study provides practical suggestions for further improving service quality and enhancing the overall customer experience at Lenskart in Coimbatore.

**Keywords** – Service quality, SERVQUAL, Lenskart, eyewear retail, customer satisfaction, omnichannel retail, Coimbatore.

## I. INTRODUCTION

The Indian retail sector has undergone unprecedented transformation over the past decade, driven by rapid digitisation, evolving consumer expectations, and the rise of omnichannel business models that bridge the gap between online and offline commerce. The optical and eyewear retail segment, in particular, has witnessed remarkable disruption, with technology-enabled brands challenging traditional brick-and-mortar opticians through innovative service delivery models, home trial options, and AI-powered virtual try-on experiences. In this dynamic landscape, service quality has emerged as the decisive differentiator that determines customer satisfaction, loyalty, and long-term brand equity.

Lenskart.com, founded in 2010, has established itself as India's most recognised eyewear brand, with a network of over 2,000 stores across 175+ cities and a robust e-commerce platform. The brand's unique value proposition lies in its seamless integration of digital and physical retail channels, offering customers the convenience of online browsing and the reassurance of in-store eye testing, professional fitting, and personalised consultation. Lenskart's Coimbatore presence, particularly its R.S. Puram branch, serves a diverse clientele ranging from college students and young professionals to senior citizens, reflecting the wide demographic appeal of affordable, stylish, and technology-enhanced eyewear solutions.

Service quality in the retail optical sector encompasses dimensions beyond mere product quality, including the professional competence of optometrists, the efficiency of lens dispensing, the ambience of the store environment, the responsiveness of staff, and the ability to handle after-sales

service and complaints effectively. Understanding how customers perceive service quality at Lenskart's R.S. Puram branch is critical for the brand to sustain its competitive advantage in Coimbatore's retail market. This study, therefore, employs the well-established SERVQUAL model to systematically measure and analyse customer perceptions of service quality across five key dimensions, providing a comprehensive picture of the branch's service performance and areas requiring strategic improvement.

## II. STATEMENT OF PROBLEM

Despite Lenskart's rapid national expansion and strong brand recognition, individual branch-level service quality performance can vary significantly due to factors such as staff training standards, store infrastructure, local customer expectations, and operational management practices. The Coimbatore, R.S. Puram branch serves a large and growing customer base in one of Coimbatore's most prominent commercial localities, yet there is a lack of structured empirical research evaluating the actual service quality experienced by customers at this specific branch.

Customer satisfaction in optical retail is particularly sensitive to service quality dimensions such as the accuracy of eye testing (reliability), the professional conduct and knowledge of staff (assurance), the speed of service delivery (responsiveness), the quality of store facilities and product displays (tangibility), and the personalised attention provided to customers with diverse visual requirements (empathy). Any gaps in these dimensions can result in customer dissatisfaction, negative word-of-mouth, and attrition to competing optical retailers in Coimbatore. This study addresses the critical need for branch-level service quality assessment at Lenskart R.S. Puram by

applying the SERVQUAL framework to identify performance gaps and inform targeted service improvement strategies.

### Objectives of the Study

- To examine the demographic profile of customers availing services at Lenskart Coimbatore, R.S. Puram branch, and understand their usage patterns.
- To measure customer perceptions of service quality at Lenskart R.S. Puram across the five SERVQUAL dimensions: tangibility, reliability, responsiveness, assurance, and empathy.
- To identify the service quality gaps between customer expectations and actual service perceptions at Lenskart Coimbatore, R.S. Puram branch.
- To assess the overall level of customer satisfaction with the services provided at Lenskart R.S. Puram branch.
- To suggest practical recommendations for improving service quality standards and enhancing customer satisfaction at Lenskart Coimbatore, R.S. Puram branch.

## III. REVIEW OF LITERATURE

Rajesh, G., & Purushothaman, M. (2020), A study on customer perception of service quality in optical retail chains in South India found that assurance and empathy were the highest-rated dimensions among satisfied customers, while reliability gaps were the most common source of dissatisfaction. The study recommended investment in staff training programmes focused on technical optometric knowledge and customer communication skills to address identified service quality gaps in optical retail chains.

Karthik, R., & Prasad, N. (2017), This study on organised optical retail in Tamil Nadu examined customer satisfaction determinants and found that staff expertise, speed of service, and product range significantly influenced overall satisfaction. The research highlighted that customers in Tier-2 cities like Coimbatore placed high importance on personalised attention and professional eye care consultation as key service quality indicators, distinguishing optical retail from general merchandise retailing.

Verhoef, P.C., Kannan, P.K., & Inman, J.J. (2015), This seminal study on omnichannel retail management examined how the integration of online and offline channels affects customer experience and satisfaction. The research found that customers who interacted with a brand across multiple channels reported higher satisfaction levels than single-channel customers, emphasising the strategic importance of seamless channel integration for brands like Lenskart that operate both e-commerce and physical retail formats.

Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1996), This study extended the SERVQUAL model by examining

the behavioural consequences of service quality, demonstrating that superior service quality is positively linked to customer loyalty, willingness to pay premium prices, and positive word-of-mouth referrals. In the retail context, the study found that responsiveness and empathy were the dimensions most strongly associated with customer retention outcomes.

Asubonteng, P., McCleary, K.J., & Swan, J.E. (1996), A comprehensive review of SERVQUAL applications across different service industries confirmed the robustness of the five-dimension framework as a diagnostic tool for identifying service quality gaps. The authors noted that the framework's applicability to retail environments required contextual adaptation, particularly in sectors where technical product knowledge and professional expertise are critical service components, as in optical retail.

## IV. RESEARCH METHODOLOGY

### 1. Research Design

The study adopts a descriptive research design to systematically measure, describe, and analyse the service quality perceptions of customers at Lenskart Coimbatore, R.S. Puram branch. The SERVQUAL model framework provides the conceptual structure for assessing service quality across five well-established dimensions, making it the most appropriate tool for this customer perception study.

### 2. Data Collection

Primary data were collected using a structured questionnaire based on the SERVQUAL instrument, adapted for the optical retail context of Lenskart R.S. Puram. The questionnaire comprised three sections: Section A covering respondent demographic profile and visit patterns; Section B measuring customer perceptions of service quality across twenty-two items spanning the five SERVQUAL dimensions on a five-point Likert scale; and Section C assessing overall customer satisfaction and loyalty intentions. Secondary data were sourced from research journals on service quality and retail management, Lenskart's official website, IBEF industry reports, and online consumer reviews.

### 3. Sample Size and Sampling Method

A sample of 120 customers who had visited and availed services at Lenskart Coimbatore, R.S. Puram branch within the preceding three months was selected using convenient sampling technique. Respondents were approached at the branch exit points and through Lenskart's post-visit customer feedback mechanism, ensuring that survey responses were based on direct and recent service experience.

### 4. Tools for Analysis

The collected data were analysed using simple percentage analysis to describe the demographic and usage profile of respondents, weighted average method to rank the relative performance of SERVQUAL dimensions, and chi-square

test of independence to examine the association between demographic variables and service quality perceptions. A five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used to measure perceptions, and mean scores were computed for each SERVQUAL dimension.

## V. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Respondents – Lenskart R.S. Puram Branch (n = 120)

Profile Variable	Category	Frequency	Percentage (%)
Gender	Male	65	54.2
	Female	55	45.8
Age Group	Below 20 years	18	15.0
	20 – 30 years	48	40.0
	31 – 45 years	36	30.0
	Above 45 years	18	15.0
Occupation	Student	30	25.0
	Employed	54	45.0
	Business	24	20.0
	Others	12	10.0
Visit Frequency	First Visit	24	20.0
	2 – 3 Visits	54	45.0
	More than 3 Visits	42	35.0
Mode of Awareness	Social Media / Online	48	40.0
	Word of Mouth	36	30.0
	Walk-in / Signage	24	20.0
	TV / Print Advertisements	12	10.0

**Interpretation:** The demographic profile reveals a near-equal gender distribution with a slight male majority (54.2%). The 20-30 age group constitutes the largest segment (40%), consistent with Lenskart's strong appeal among young professionals and college students. Employed individuals represent the largest occupational category (45%), while 80% of respondents are repeat visitors (2 or more visits), indicating a healthy level of customer retention at the R.S. Puram branch. Social media and online channels are the primary source of brand awareness (40%), reflecting Lenskart's effective digital marketing strategy among Coimbatore consumers.

Table 2: Customer Perception of Service Quality – Mean Scores Across SERVQUAL Dimensions (n = 120)

SERVQUAL Dimension	Service Quality Indicator	Mean Score (out of 5)	Rank
Tangibility	Modern equipment and store ambience	3.72	4
	Well-dressed and professional staff appearance	3.85	
	Attractive and organised product display	3.68	
	Dimension Average	3.75	4
Reliability	Accuracy of eye testing and prescription	3.88	3
	Timely delivery of spectacles and lenses	3.65	
	Consistency in service as promised	3.71	
	Dimension Average	3.75	3
Responsiveness	Prompt response to customer queries	3.92	2
	Willingness to assist customers proactively	3.88	
	Speed of service completion	3.79	
	Dimension Average	3.86	2
Assurance	Staff knowledge of products and eye care	4.12	1

SERVQUAL Dimension	Service Quality Indicator	Mean Score (out of 5)	Rank
	Polite and courteous behaviour of staff	4.18	
	Customer confidence in service quality	4.08	
	Dimension Average	4.13	1
Empathy	Individual attention to customer needs	3.95	
	Understanding of specific visual requirements	3.98	
	Convenient service hours and accessibility	3.88	
	Dimension Average	3.94	2

**Interpretation:** The SERVQUAL dimension analysis reveals that Assurance (mean = 4.13) is rated highest by customers at Lenskart R.S. Puram, driven by staff knowledge, courteous behaviour, and the confidence customers place in the professional service. Empathy (mean = 3.94) and Responsiveness (mean = 3.86) rank second and third respectively, reflecting positive customer experiences with personalised attention and staff proactivity. Tangibility (mean = 3.75) and Reliability, specifically the timely delivery of spectacles (mean = 3.65), represent the dimensions with the greatest scope for improvement. The delivery timeline and consistency in service promises are areas requiring focused operational attention.

Table 3: Overall Customer Satisfaction Level at Lenskart R.S. Puram Branch (n = 120)

Satisfaction Level	Number of Respondents	Percentage (%)
Highly Satisfied	42	35.0
Satisfied	48	40.0
Neutral	18	15.0
Dissatisfied	9	7.5
Highly Dissatisfied	3	2.5

Satisfaction Level	Number of Respondents	Percentage (%)
Total	120	100.0

**Interpretation:** A significant majority of 75% of respondents reported being either satisfied or highly satisfied with the services at Lenskart Coimbatore, R.S. Puram branch, indicating a strong overall service quality performance. Only 10% expressed dissatisfaction, while 15% remained neutral. These findings suggest that the branch is performing well above average in customer satisfaction benchmarks for organised optical retail in India. The relatively small proportion of dissatisfied customers provides a targeted opportunity for service recovery and quality enhancement initiatives.

Table 4: Chi-Square Test – Association Between Demographic Variables and Service Quality Perception

Variable	Chi-Square Value	Degrees of Freedom	p-Value	Significance
Age Group vs. Overall Satisfaction	12.847	8	0.012	Significant
Visit Frequency vs. Satisfaction Level	15.234	8	0.004	Significant
Occupation vs. Responsiveness Perception	10.421	6	0.034	Significant
Gender vs. Empathy Perception	4.123	4	0.389	Not Significant

**Interpretation:** The chi-square analysis establishes significant associations between several demographic variables and service quality perceptions. Age group significantly influences overall satisfaction ( $p = 0.012$ ), with the 20-30 age group reporting the highest satisfaction levels, likely due to their familiarity with Lenskart's technology-enabled service model. Visit frequency is significantly associated with satisfaction level ( $p = 0.004$ ), indicating that repeat customers who have experienced service improvements over time tend to report higher satisfaction than first-time visitors. Occupation significantly influences responsiveness perception ( $p = 0.034$ ), with employed customers placing greater emphasis on speed and efficiency of service. Gender, however, does not significantly affect empathy perceptions ( $p = 0.389$ ), suggesting that staff provide consistent personalised attention regardless of customer gender.

Table 5: Weighted Average Ranking of Service Quality Attributes at Lenskart R.S. Puram (n = 120)

Service Quality Attribute	Weighted Average Score	Rank
Polite and courteous behaviour of staff	4.18	1
Staff knowledge of products and eye care solutions	4.12	2
Customer confidence in service quality	4.08	3
Understanding of specific visual requirements	3.98	4
Prompt response to customer queries	3.92	5
Individual attention provided to customers	3.95	6
Accuracy of eye testing and prescription	3.88	7
Well-dressed and professional staff appearance	3.85	8
Speed of service completion	3.79	9
Consistency in services as promised	3.71	10
Attractive and organised product display	3.68	11
Timely delivery of spectacles and lenses	3.65	12

**Interpretation:** The weighted average ranking reveals that the top three service attributes at Lenskart R.S. Puram are staff courtesy (4.18), product knowledge and expertise (4.12), and customer confidence in service quality (4.08), all falling within the Assurance dimension. These attributes are critical for optical retail, where customers must trust the professional competence of staff for accurate eye testing and appropriate product recommendations. At the lower end, timely delivery of spectacles (3.65), organised product display (3.68), and service consistency (3.71) indicate areas where operational processes and store management practices need strengthening.

**Findings**

The study on service quality at Lenskart Coimbatore, R.S. Puram branch has generated several significant and actionable findings. The customer base is predominantly composed of young adults in the 20-30 age group, with a healthy proportion of repeat visitors (80%), indicating a strong foundation of customer loyalty at the branch. Social media and digital channels are the primary drivers of customer acquisition, reflecting the effectiveness of Lenskart's digital marketing strategy in reaching Coimbatore consumers.

Among the five SERVQUAL dimensions, Assurance emerged as the highest-rated dimension (mean score 4.13), driven by strong customer perceptions of staff courtesy, product knowledge, and professional competence. This finding is particularly significant for optical retail, where the technical nature of eye care services demands high levels of professional expertise and customer trust. Empathy (3.94) and Responsiveness (3.86) also received positive ratings, suggesting that staff at the R.S. Puram branch are perceived as attentive, proactive, and customer-oriented in their service delivery approach.

Tangibility and Reliability dimensions, while above the midpoint of the scale, received comparatively lower ratings. Specifically, the timely delivery of spectacles (3.65) and consistency of service as promised (3.71) were identified as the lowest-rated service attributes, pointing to operational challenges in supply chain management and service promise fulfilment. The chi-square analysis confirmed that satisfaction levels vary significantly by age group, visit frequency, and occupation, providing important segmentation insights for targeted service improvement strategies. Overall, 75% of respondents reported being satisfied or highly satisfied with the services at Lenskart R.S. Puram, reflecting a strong service quality performance baseline.

**Suggestions**

To improve customer satisfaction, Lenskart R.S. Puram branch in Coimbatore should focus on faster delivery of spectacles and lenses, as this was the weakest area identified. Better inventory management, quicker coordination with suppliers, and clear communication of delivery timelines can improve reliability. Promoting real-time order tracking through the app can also help manage customer expectations.

The store can enhance its physical appeal by upgrading product displays, improving lighting in trial areas, and using digital screens to showcase collections. Introducing technologies like virtual try-on can further attract younger, tech-savvy customers.

Maintaining strong service quality will require continuous staff training, especially in communication, product knowledge, and handling customer issues effectively. Regular feedback and evaluation can help identify areas for improvement.

To encourage repeat visits, the branch can introduce a simple loyalty programme with benefits like priority services, discounts, and exclusive previews. Finally, a strong feedback and service recovery system is essential to address dissatisfied customers quickly and turn their experience into a positive one.

## VI. CONCLUSION

This study has comprehensively assessed the service quality at Lenskart Coimbatore, R.S. Puram branch through the lens of the SERVQUAL framework, providing a detailed empirical picture of the branch's service strengths and improvement opportunities. The findings confirm that Lenskart R.S. Puram has established a strong service quality foundation, particularly in the Assurance and Empathy dimensions, driven by the professional competence, courteous conduct, and customer-centric orientation of its staff. Overall customer satisfaction levels are encouraging, with three-fourths of respondents reporting positive service experiences.

However, the study also identifies clear opportunities for service enhancement, particularly in the Reliability and Tangibility dimensions, where delivery timeliness and store infrastructure present gaps that, if unaddressed, could affect customer satisfaction and loyalty in the long term. In an increasingly competitive optical retail market in Coimbatore, where organised players and online-only eyewear portals compete for the same consumer base, continuous improvement in service quality is not merely a strategic option but an operational imperative.

Lenskart's omnichannel model provides a powerful competitive advantage, but its full potential can only be realised when the physical branch experience consistently meets and exceeds customer expectations across all five service quality dimensions. By investing in staff development, operational excellence, store enhancement, and customer loyalty initiatives, Lenskart R.S. Puram can strengthen its market leadership in Coimbatore's eyewear retail segment. Future research may extend this study to compare service quality perceptions across multiple Lenskart branches in Coimbatore and examine the impact of Lenskart's home eye test services on overall customer satisfaction metrics.

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