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## CONSUMER PROSPECTS TOWARDS THE RAY BAN SUNGLASSES

Nancy

Research Scholar At Punjabi University, Patiala.

**Abstract:-**This project report is related to the consumer behaviour for “Ray-Ban sunglasses”. In the project, the investigator did an analytical study of Ray-ban with the help of research methodology. The surveys and interviews were conducted to solve the research problem.

Nature of the project: Consumer Behavior  
Project undertaken: Ray-Ban

**Project Description:** This project is based on the study of consumer behavior in purchasing Ray-ban sunglasses. The investigator got all brief information after doing research and analysis.

**Research methodology:** In research methodology, the investigator has prepared the questionnaire. The questionnaire also includes those questions which are helpful to know more about the ray-ban consumer and its value in the market.

**Keywords:**Ray Ban Sunglasses ,Consumer Behavior , Research methodology.

### INTRODUCTION:

#### Data collection methods:

1. Primary source: Questionnaire and Interviews.
  2. Secondary method: Websites
- Sample size 50  
Area of study Patiala and Ambala city

### FINDINGS

- 1.40% people are using Ray-Ban followed by Gucci (20%) and Dolce & Gabbana (12%)
2. According to the survey, it is found that customer tendency is changing these days because of the higher income and spending habits, they are likely to buy stylish sunglasses.
3. The majority did not discover Ray-Ban via TV advertisement but simply on the shelf of a shop.
4. In general people strongly agree with the Design and the U.V. protection criteria. It clearly highlights the importance of the aesthetic but also shows that customers are still conscious of the primary utility of sunglasses.

#### Research Methodology: There are basically two techniques adopted for obtaining information:

1. Primary Data is gathered specifically for the project at hand through personal interviews with the distributors and approaching customers with the questionnaire.

**Questionnaire;**

Survey consisted in 6 questions and was handed out to customers in Patiala and Ambala. The results of the questionnaire were then compiled and computed in an Excel spreadsheet to produce the tables & charts.

**Interviews**

Two salespersons were interviewed in order to find more information about the context in which consumers were buying sunglasses and an external view on Ray-Ban customers.

**Secondary data:** The secondary data was gathered from the websites, books and other material (short videos).

**SAMPLING PLAN**

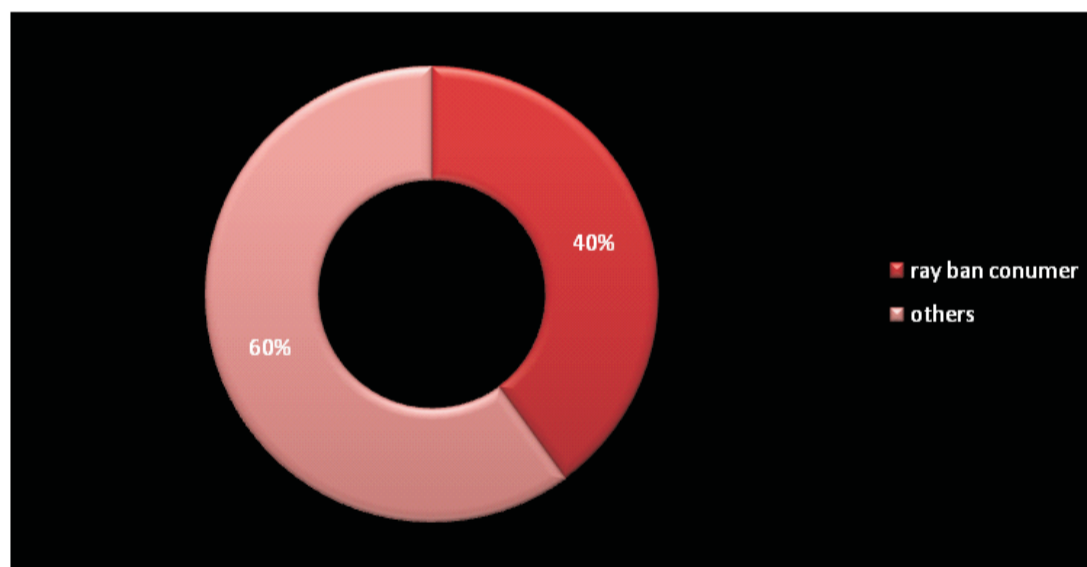
RESEARCH INSTRUMENT	QUESTIONNAIRE, PERSONAL INTERVIEWS
SAMPLE SIGE	50
DATA ANALYSIS	PERCENTAGES WEIGHTAGES
TYPES OF QUESTIONNAIRES	OPEN ENDED , CLOSE ENDED
AREA OF STUDY	PATIALA, AMBALA

**DATAANALYSISANDINTERETATION**

This is general question asked to respondents about the age, gender and they are customer of which brand?

Are you a Ray-Ban consumer?

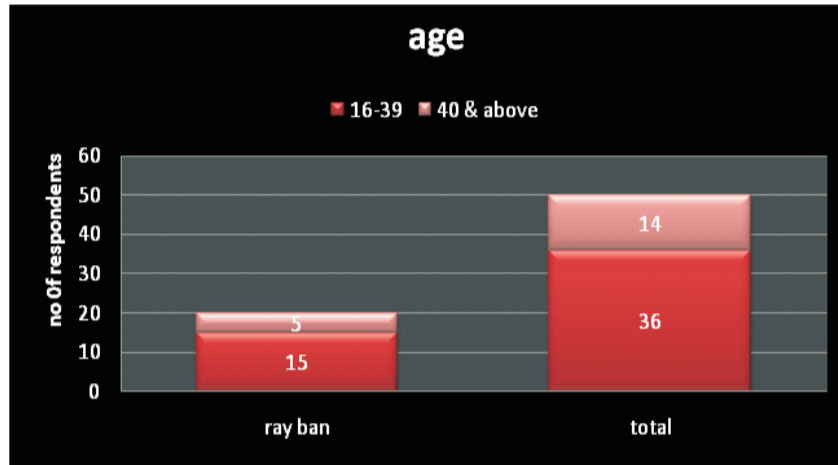
- a) ray-ban consumer
- b) others



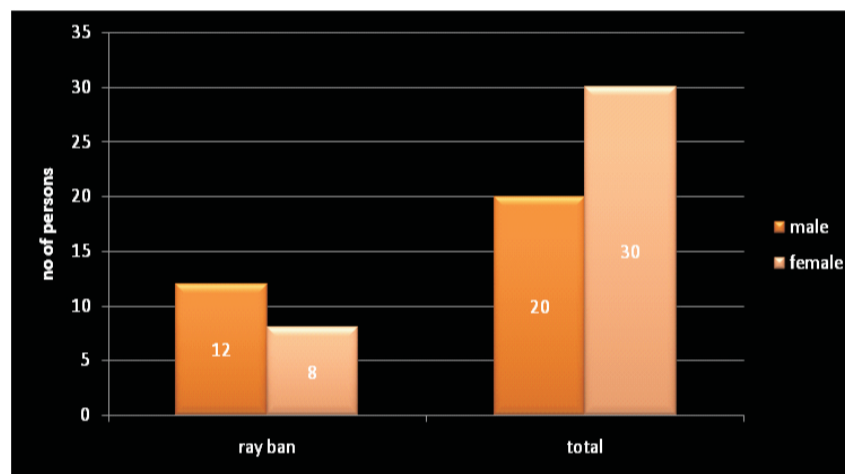
**Analysis:** This question was addressed to everyone regardless of whether they were Ray-Ban customers or not. This enables a better comparison to the rest of sunglasses consumers. Nonetheless a cross-section analysis of the results will allow an analysis of consumption patterns specific to Ray-Ban. Here Ray-Ban consumers account for ±40% of the sample. In other words, 20 out of the 50 people questioned own or have owned a pair of Ray-Bans.

**Age:** The scale of age was divided into 5 parts: 16-21; 22-29; 30-39; 40-54; 55 and over. Age is an important Item in defining the customers' lifestyles and degree of interest in fashion. As shown on the graph below,

most of Ray-Ban consumers were aged 16-39(77%).



Gender: Gender analysis shows that Ray-Ban customers are mainly male (±60%); although generally speaking a sunglasses customer would tend to be female (60%). It is very common trend in men.

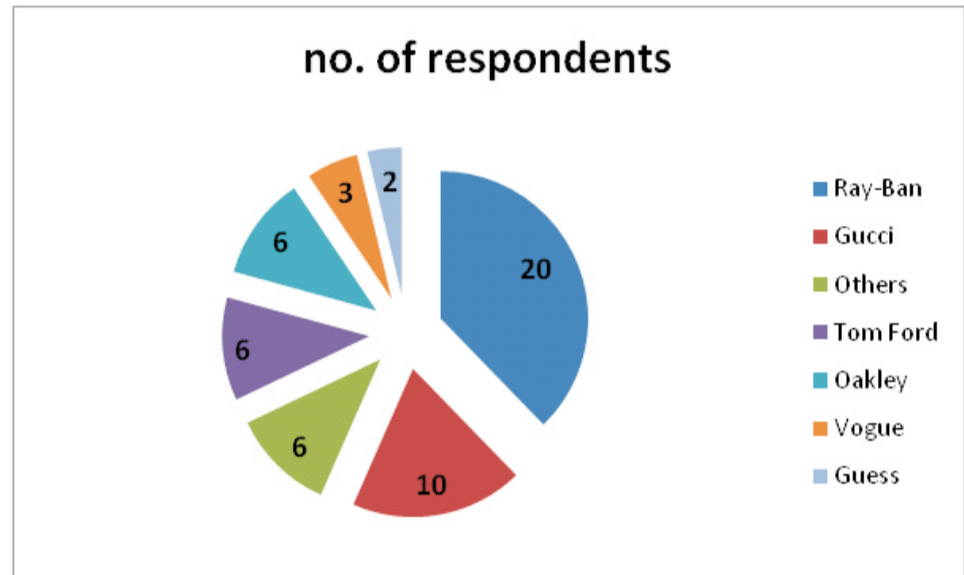


In survey, it is found that there is more number of females using sunglasses than males.  
1. In general, which brand(s) of sunglasses would you buy out of the following?

TABLE I

companies	No. of respondents
Ray-Ban	20
Gucci	10
Others	6
Tom Ford	6
Oakley	6
Vogue	3
Guess	2

GRAPH I



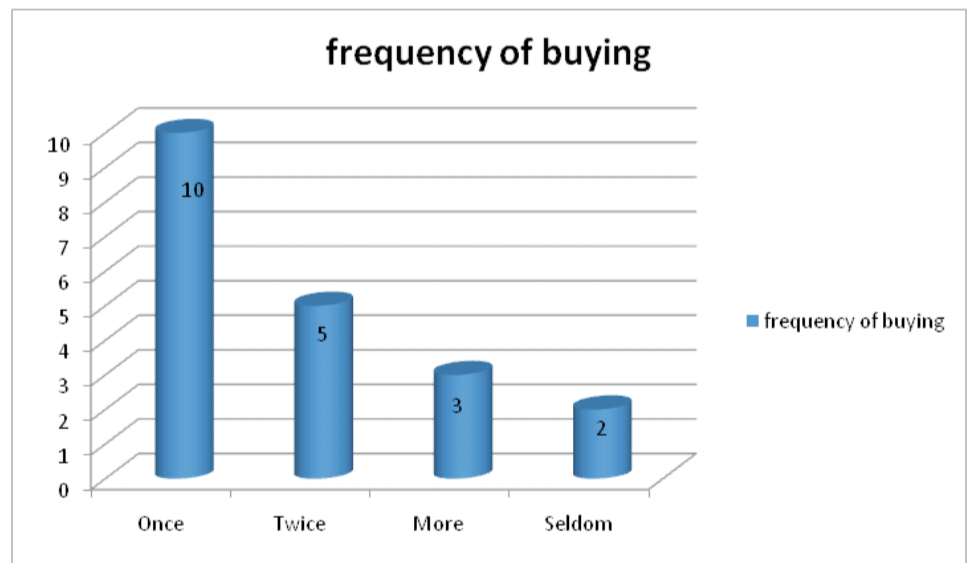
**Analysis:** Surprisingly, Ray-Ban is followed by Gucci (20%) and Dolce & Gabbana (12%) –these brands are more expensive and more fashion oriented than Ray-Ban.

1. How often do you buy sunglasses?

TABLE II

	once	Twice	More	Seldom
Number	10	5	3	2
Percentage	50%	25%	15%	10%

GRAPH II



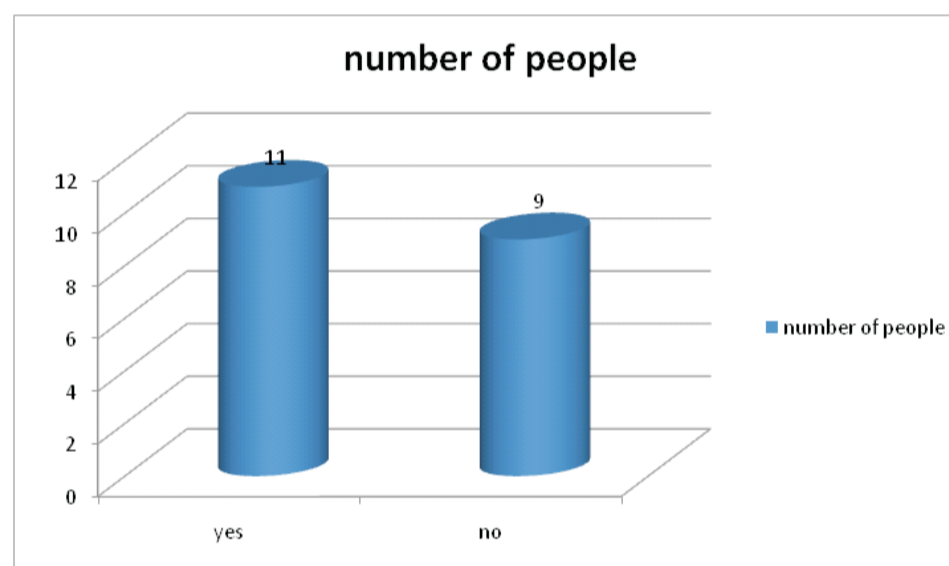
**Analysis:** According to our survey, we found that out of 20 people, 50 % purchase sunglasses once in a year, 25% buy twice in a year, 15% buy more than twice and only 10% people buy when they really want a new pair.

1. Have you yourself bought the Ray-Ban pair of sunglasses?

TABLE III

	Yes	No
Number of people	11	9
Percentage	55%	45%

GRAPH III

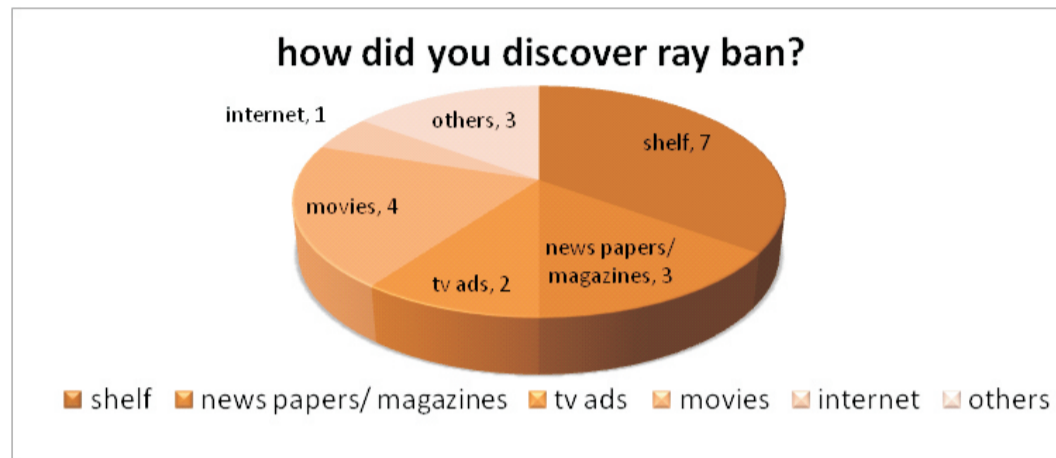


**Analysis:** According to this survey, it was found that 11 people have their Ray-ban sunglasses and 9 did not own.  
4. How did you discover this product?

TABLE IV

PATICULARS	NO. OF RESPONDENTS	%
SHELF	7	35.00
NEWSPAPER/ MAGAZINES	3	15.00
TV ADS	2	10.00
MOVIES	4	20.00
INTERNET	1	5.00
OTHERS	3	15.00
TOTAL	20	100.00

GRAPH IV



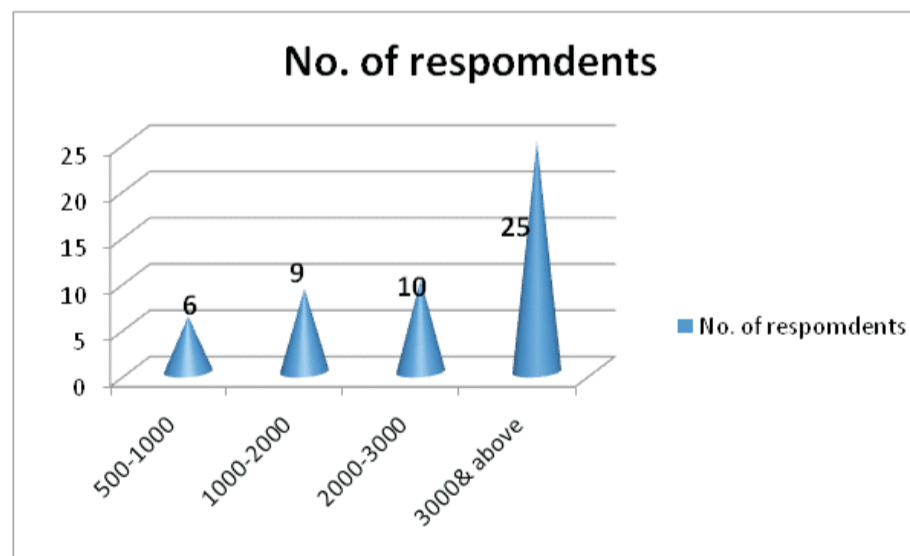
**Analysis:** The majority did not discover Ray-Ban via advertisements but simply on the shelf of a shop i.e. 35% (7 out of 20 owners). However the number of users having discovered Ray-Ban through all others channels (Newspaper/Magazine, TV ad, Movie/TV) amount to 65%.

1. What price range do you consider when buying sunglasses?

TABLE V

Price range	No. of respondents	%
500-1000	6	12
1000-2000	9	18
2000-3000	10	20
3000& above	25	50

GRAPH V



**Analysis:** 50% of the respondents buy expensive sunglasses ranges between 3000& above, 20% between 2000-3000 Rs, 18% between 1000-2000 Rs and 12% between 500-1000 Rs.

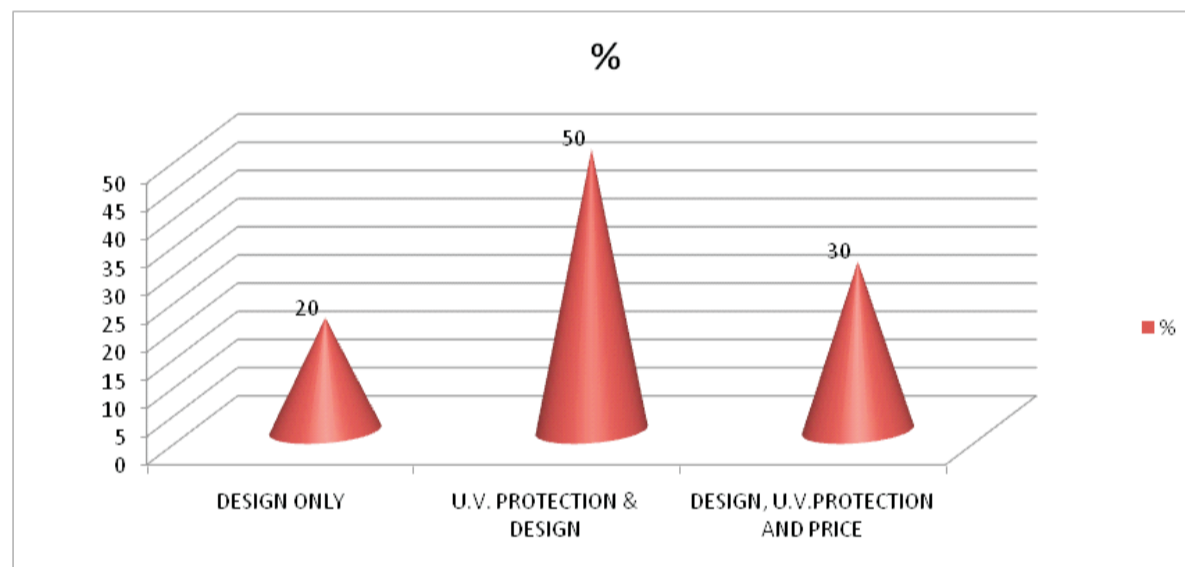


1.How important are the following when buying your sunglasses? (For all respondents)

TABLE VI

PATICULARS	%	NO. OF RESPONDENTS
DESIGN ONLY	20	10
U.V. PROTECTION & DESIGN	50	25
DESIGN, U.V.PROTECTION AND PRICE	30	15
TOTAL	100	50

GRAPH VI



**Analysis:** The importance was given to these criteria helps to define a consumer profile. In general people strongly agree with the Design, U.V. protection criteria and the price. It shows that customers (50%) are more conscious for design and U.V. protection than the price factor.

**FINDINGS**

- 1.40% people answered Ray-Ban. Surprisingly, Ray-Ban is followed by Gucci (20%) and Dolce & Gabbana (12%) –these brands are more expensive and more fashion oriented than Ray-Ban.
2. According to the survey, it is found that customer tendency is changing these days because of the higher income and spending habits, they are likely to buy stylish sunglasses. Majority buy sun glasses once in a year followed by others who buy twice or more than that.
3. According to this survey, it was found that 11 people have themselves bought Ray-ban and 9 did not.
4. The majority did not discover Ray-Ban via advertisements but simply on the shelf of a shop i.e. 35% (7 out of 20 owners). However the number of users having discovered Ray-Ban through all others channels (Newspaper/Magazine, TV ad, Movie/TV) amount to 65%.
5. People strongly agree with the Design and the U.V. protection criteria with 50% majority. It clearly highlights the importance of the aesthetic but also shows that customers are still conscious of the primary utility of sunglasses.

## CONCLUSION

While carrying this survey, people are being asked whether they own Ray-Bans why they bought their sunglasses. Most of them simply answered that they liked them and would not exchange them with another, except with another Ray-Ban! Furthermore this survey confirmed that Ray-Ban is a staple in one's accessory collection.

However the investigator also encountered some issues while doing the research. Quantifying this type of information also would have also been a challenge - a very time-consuming one! Overall findings confirmed about Ray-Bans as the age group, type of interest in fashion and price considerations coincided. But these results are based on a small sample and have a limited significance.

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