



Factors Consumers Consider When Purchasing Eyeglasses

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Abstract

This thesis aims to conduct a business-related research on an unexplored industry with a huge growth potential – the eyewear industry. By first considering the general factors that affect consumer behavior, this paper identifies crucial touch points for the eyeglass consumer market. Further, this study takes into consideration existing literature on the topic and complements it with potential trends and the evolution of consumer preferences to predict and test four hypotheses. Moreover, this paper analyzes how the rise of social media has impacted the market and shaped the preferences of millennials (a large consumer base). Finally, in order to record the industry's responses to these changes, this study also looks at their innovative processes and a market leader's unique value proposition. The main research question that this paper tries to answer concerns the factors that consumers evaluate before making an eyeglass purchase in the United States. To do so, a survey was set up, distributed to participants and their responses were collected and interpreted. The main conclusions of this paper indicate that consumers take into consideration various factors during the purchasing process, namely the more important ones such as frame design (which includes the shape and color) and the point of sale, and the less important ones such as price. This paper also looks at the difference in purchasing behavior related to price paid and personal income. Finally, this paper can be useful to existing and future eyewear businesses, marketers and entrepreneurs looking to enter the eyeglasses sales field in the United States.

Key Words:

eyewear industry, eyeglasses, consumer behavior, market trends, consumer preferences, innovation, sustainability