

Preferred look by youth in campus
A research by Bausch & Lomb and IMRB



Research Framework

Target Audience

- Number of students covered - 307
- Age Group : 18-25 years

Coverage & Sample Size

- Total number of respondents – 307 respondents

Stream		Gender		Residence City		Spectacle Wearers	
Science	108	Male	160	Delhi	154	Wearers	154
Commer ce	99			Non Delhi	153	Non wearers*	153
Arts	100	Female	147				

Research Methodology

- Face-to-face interviews conducted outside mentioned colleges/market areas



Research Findings



Distinctive looks on campus

In the research, the following three looks were evaluated as preferred choice on campus-

1. Glamorous
2. Studious
3. Casual

The same have been elaborated in the coming slides



Decoding Glamorous

Which of the following matches best with your idea of "Glamorous" style?

Eye-gear	Overall response
Spectacles	19%
Contact Lens (coloured + clear lenses)	50%
Sunglasses	31%

Takeaway:

- To flaunt a GLAMOROUS look, contact lenses, followed by sunglasses are the preferred eye gear
- 50% youth feel that CL make them look 'GLAMOROUS'
- Only 19% students feel that spectacles have the potential to make them look GLAMOROUS

Takeaway:

- Contact lenses as a glamorous accessory is popular both among spectacle wearers (50%) and non-specs wearers (51%)
- 51% non-specs wearers wish to adapt contact lenses to get a GLAMOROUS look

Eye-gear	Specs wearer	Non-Specs wearer
Spectacles	27%	10%
Contact Lens (coloured + clear lenses)	50%	51%
Sunglasses	24%	39%



Decoding Glamorous

Which of the following matches best with your idea of "Glamorous" style?

Eye-gear	Male	Female
Spectacles	14%	23%
Contact Lens (coloured + clear lenses)	52%	49%
Sunglasses	34%	28%
Can't say	2%	0%

Takeaway:

- Glamorous quotient upped more by contact lenses –both male and females shared higher preference for Lens for glamorous
- Contrary to the common belief, more females (23%) feel specs make them look glamorous v/s males (14%)

Takeaway:

- Contact lenses linkage with glamorous held more by Delhi resident students
- Non-Delhites (24%) feel spectacles make them look GLAMOROUS

Eye-gear	Delhi	Non-Delhi
Spectacles	14%	24%
Contact Lens (coloured + clear lenses)	54%	46%
Sunglasses	32%	30%
Can't say	0%	0%



Decoding Glamorous

Which of the following matches best with your idea of "Glamorous" style?

Eye-gear	Arts	Commerce	Science
Spectacles	13%	16%	27%
Contact Lens (coloured + clear lenses)	63%	45%	41%
Sunglasses	24%	38%	32%
Can't say	0	0	0

Takeaway:

- Maximum arts (63%) students followed by commerce (45%) and then science (41%) feel that contact lenses make them look GLAMOROUS
- Maximum Arts students (63%) feel contact lenses make them look glamorous V/s (13%) who feel spectacles can serve the same purpose



Decoding Studios

Which of the following matches best with your idea of "Studios" style?

Eye-gear	Overall response
Spectacles	62%
Contact Lens	20%
Coloured Contact Lens	4%
Sunglasses	14%

Takeaway:

- Huge majority students (62%) feel that wearing spectacles makes one look STUDIOUS

Take away:

- Majority of spectacle wearers (78%) also believe that wearing spectacles make them look STUDIOUS

Eye-gear	Specs wearer	Non-Specs wearer
Spectacles	78%	46%
Contact Lens	14%	26%
Coloured Contact Lens	4%	5%
Sunglasses	5%	23%



Decoding Studios

Which of the following matches best with your idea of "Studios" style?

Eye-gear	Male	Female
Spectacles	54%	70%
Contact Lens	25%	14%
Coloured Contact Lens	5%	3%
Sunglasses	15%	12%
Can't say	1%	1%

Takeaway :

- Both males and females shared a higher association for spectacles with studios look ; specially females linking it more strongly

Takeaway:

- Spectacles are associated most strongly with a studios look than any other eye gear

Eye-gear	Delhi	Non-Delhi
Spectacles	62%	61%
Contact Lens	19%	20%
Coloured Contact Lens	3%	5%
Sunglasses	14%	13%
Can't say	2%	1%



Decoding Studios

Which of the following matches best with your idea of "Studios" style?

Eye-gear	Arts	Commerce	Science
Spectacles	59%	65%	62%
Contact Lens	29%	13%	23%
Coloured Contact Lens	4%	3%	6%
Sunglasses	14%	18%	9%
Can't say	0	1%	0

Take away:

- Students across all courses (Arts – 59%, Commerce -62% and Science – 62%) associate spectacles with a STUDIOUS look



Decoding Casual

Which of the following matches best with your idea of "Casual" style?

Eye-gear	Overall response
Spectacles	48 %
Contact Lens	20%
Coloured Contact Lens	13%
Sunglasses	19%

Takeaway:

- Spectacles followed by contact lenses are the preferred option for adapting a casual look

Take away:

- 41% non-specs wearers feel that specs make them look STUDIOUS
- 26% non-specs wearers feel sunglasses make them look STUDIOUS

Eye-gear	Specs wearer	Non-Specs wearer
Spectacles	55%	41%
Contact Lens	20%	19%
Coloured Contact Lens	12%	13%
Sunglasses	12%	26%



Decoding Casual

Which of the following matches best with your idea of "Casual" style?

Eye-gear	Male	Female
Spectacles	51%	44%
Contact Lens (coloured + clear)	27%	38%
Sunglasses	21%	17%

Takeaway:

- Spectacles followed by contact lenses emerge as winner for a casual style for both males and females

Takeaway:

- More non-Delhites (54%) feel specs make them CASUAL v/s Delhites (42%) who feel the same

Eye-gear	Delhi	Non-Delhi
Spectacles	42%	54%
Contact Lens Coloured	18%	21%
Contact Lens Sunglasses	15%	10%
Sunglasses	25%	14%



Decoding Casual

Which of the following matches best with your idea of "Casual" style?

Eye-gear	Arts	Commerce	Science
Spectacles	51%	46%	46%
Contact Lens	18%	12%	28%
Coloured Contact Lens	16%	10%	12%
Sunglasses	14%	30%	14%
None	1%	1%	0%

Takeaway:

- All students irrespective of courses broadly associate specs to a CASUAL look



Preferred Personal Style

What would be your ideal style statement on first day of college?

Style	Overall response
Casual	65%
Studious	22%
Glamorous	12%

Takeaway:

- Talking about personal style, majority students (65%) profess casual as the ideal first day statement - more so the spectacle wearers (70%)

Takeaway:

- Inclination towards Glamorous style statement is relatively higher among the Non spectacle wearers (59%)

Style	Specs wearer	Non -specs
Casual	70%	59%
Studious	21%	24%
Glamorous	9%	16%



Preferred Personal Style

What would be your ideal style statement on first day of college?

Style	Male	Female	Delhi	Non-Delhi
Casual	63%	67%	63%	67%
Studious	23%	22%	22%	23%
Glamorous	14%	11%	14%	10%

Takeaway:

- Casual style is preferred by all students males and females and Delhites and Non-Delhites



Preferred personal style

What would be your ideal style statement on first day of college?

Style	Arts	Commerce	Science
Casual	73%	65%	57%
Glamorous	8%	13%	16%
Studious	19%	21%	27%

Takeaway:

- Arts graduates (73%) are inclined heavily towards a casual style
- Science students (27%) show maximum inclination towards a studious style



Preferred 'date'

What sort of person would you ideally want to flirt or go on a date with?

Style	Overall response
Casual	37%
Studious	23%
Glamorous	38%

Takeaway :

- Majority students wish to date a glamorous (38%) partner followed by a person with casual style statement (37%)

Takeaway:

- Majority specs wearers (42%) wish to date a glamorous person
- Majority non-specs wearers (40%) prefer to date a person with a casual style statement

Style	Specs wearer	Non-specs
Casual	35%	40%
Studious	22%	25%
Glamorous	42%	35%



Preferred 'date'

What sort of person would you ideally want to flirt or go on a date with?

Style	Male	Female	Delhi	Delhi
Casual	36%	39%	36%	36%
Studious	28%	18%	22%	22%
Glamorous	36%	41%	41%	41%

Takeaway:

- Understandably, females showing slightly higher preference for glamorous partner for dating / flirting, however males are also almost at par
- Students prefer a glamorous partner for dating / flirting with Delhi students showing slightly upward preference



Preferred Date

What sort of person would you ideally want to flirt or go on a date with?

Style	Arts	Commerce	Science
Casual	37%	38%	37%
Glamorous	32%	40%	20%
Studios	30%	20%	43%
Can't say	1%	2%	0%

Takeaway:

- Majority science students (43%) prefer to date a STUDIOUS looking partner
- Majority arts students (38%) prefer to date a CASUAL looking partner
- Majority commerce students (40%) prefer to date a GLAMOROUS looking partner



Ragging prone

Which sort of person in your opinion stands more chances of being ragged on the first day of college?

Style	Overall response	Specs wearer	Non -specs
Casual	30%	32%	27%
Studious	55%	56%	54%
Glamorous	15%	12%	19%

Takeaway:

- All students (spec wearers + non spec wearers) feel that a STUDIOUS looking person is prone to being ragged on campus
- GLAMOROUS looking students have minimum chances of being ragged on campus



Ragging prone

Which sort of person in your opinion stands more chances of being ragged on the first day of college?

Style	Male	Female	Delhi	Non-Delhi
Casual	27%	33%	25%	34%
Studious	53%	58%	58%	52%
Glamorous	21%	10%	16%	14%

Takeaway:

- All students (male – 53% + female – 58% + Delhites – 58% + Non Delhites – 52%) feel that a STUDIOUS looking person is prone to being ragged on campus



Ragging prone

Which sort of person in your opinion stands more chances of being ragged on the first day of college?

Style	Arts	Commerce	Science
Casual	27%	29%	32%
Glamorous	14%	17%	15%
Studious	59%	54%	53%

Takeaway:

- Students from all streams (Arts – 59% + Commerce – 54% + Science - 53%) associate studious look to be ragging prone



Preferred friend

What sort of person would you ideally want to be friends with?

Style	Overall response	Specs wearer	Non -specs
Casual	48%	49%	47%
Studious	29%	29%	29%
Glamorous	23%	22%	24%

Takeaway:

- All students (spec wearers + non spec wearers) say that they wish to befriend a casual looking person on campus



Preferred friend

What sort of person would you ideally want to be friends with?

Style	Male	Female
Casual	43%	53%
Studious	33%	25%
Glamorous	24%	21%

Takeaway:

- More females (53%) than males (43%) prefer to befriend a casual looking person
- Preference to befriend a glamorous partner lower across gender – slightly more so in females

Takeaway:

- More Non-Delhites (53%) than Delhites (43%) prefer to befriend a casual looking person
- Less Non-Delhites (14%) than Delhites (31%) prefer to befriend a glamorous looking person

Style	Delhi	Non-Delhi
Casual	43%	53%
Studious	26%	32%
Glamorous	31%	14%



Preferred friend

What sort of person would you ideally want to be friends with?

Style	Arts	Commerce	Science
Casual	54%	44%	45%
Glamorous	14%	30%	24%
Studious	32%	25%	30%

Takeaway:

- Majority students from Arts (54%), followed by Commerce (44%) and then science (45%) prefer to befriend Casual looking people



Thank You

Entry to College Study

