



EYEWEAR USAGE TRENDS AMONG THE VIETNAMESE CONSUMERS

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Abstract

This research / study analyzes the usage trends of eyewear of the Vietnamese consumers and identifies those impact features that influence the consumer choices on the products they purchase. The data is collected throughout the online survey, then combined and processed by Excel. The solution illustrated that eyewear not only served as vision aid, yet it is also well known as the styling accessories which shape your own branding and personal identification. Those criteria like quality, aesthetic factor, shapes and fashion trends steadily influence consumer habits. Beside that, the rapid development of technology and social media using habits have stimulated the specialized demand on the specific types of glasses like: Blue-light blocking glasses, glasses for the colorblind, smart glasses, etc. In overall, eyewear's consumption in Vietnam is shifting toward a blend of functionality and fashion, while also placing greater emphasis on product personalization .

Keywords:

Trends, usage, glasses, consumers, Vietnam.

1. Introduction

In the modern context nowadays, eyewear plays a crucial role not only for vision health but also showing diversity and personal identity. Initially, glasses were invented as a tool to protect the consumers' vision. Primarily, it is used to serve people that have vision problems such as nearsightedness, astigmatism, farsightedness, etc. Besides the expansion of fashion industry and consumption, eyewear is also attempted as an accessory, serving to accentuate one's appearance and express the wearer's individuality.

In reality reflection, the prevalence of refractive errors is on the rise, particularly as people become increasingly dependent on electronic devices such as computers, smartphones, and tablets. The high frequency of interacting with screening in the long-term not only worsening the condition, but also encourage the demand of glasses in various range of age, including the students, colleagues, laborers. This mirrors the extension of the eyewear market and the shift in consumer perception regarding this product.

Concurrently, the consumption trends of eyewear are undergoing the markedly shifting blend of functionality and fashion. The user is not just seeking for the products that support vision, but are also interested in design, style, and aesthetics. The supply from diverse versions of eyewear like blue-light blocking glasses, glasses for the colorblind, smart glasses or a multiple range of fashionable eyewear styles has contributed to meeting the increasingly varied demands of the market.

Nevertheless, in VietNam nowadays, those studying eyewear mostly concentrate on medical aspects or the certain individual behavioral factors, while there has been limited comprehensive research regarding consumer eyewear usage trends. This blank space highlights the need for more comprehensive research to gain a clear understanding of consumer behaviors, needs, and trends in this sector.

Beginning with those issues above, this research is the aforementioned issues, this study was conducted to investigate eyewear usage trends among Vietnamese consumers, at the same time analyse those features that influence the selection and usage of eyewear. The research outcome not only enriched the theoretical foundation but also provided practical implications for businesses and policymakers regarding the development of the eyewear market in Vietnam.

2. Overview of eyewear

2.1. The concept of eyewear

Eyewear is the vision tool that is designed to correct refractive errors of the eyes (such as nearsightedness, farsightedness, and astigmatism) or to protect the eyes from external factors through a suitable system of lenses and frames. From the perspective in Ophthalmology, eyewears functions by altering the path of light before it enters the eye, enabling images to focus precisely on the retina and thereby improving visual quality (American Optometric Association, 2021). Beyond the medical function, in the context of modern consumerism, eyewear is also regarded as a product that combines elements of technology, utility and aesthetic.

2.2. Eyewear classification

2.2.1. Prescription glasses

Myopia glasses is the type of eyewear that is designed to correct myopia - a condition in which images focus in front of the retina, causing distant vision to appear blurred. Myopia glasses utilize concave lenses to diverge light before it enters the eye, ensuring that images focus correctly on the retina, thereby improving distant vision (American Optometric Association, 2021).

Hyperopia glasses are used to correct farsightedness—a condition in which images focus behind the retina, making it difficult for the patient to see objects up close. This type of eyewear utilizes convex lenses to converge light sooner, thereby ensuring that images focus correctly on the retina and improving near vision.

Astigmatism glasses are glasses designed to correct astigmatism - a type of refractive error caused by an irregularly shaped cornea or lens, which prevents light from converging at a single point on the retina. Glasses for astigmatism utilize cylindrical lenses to correct this aberration, thereby improving image clarity (Resnikoff et al., 2008).

Progressive lenses are the type of glasses that integrate multiple viewing zones within a single lens, allowing the wearer to see clearly at a variety of distances - far intermediate, and near - without needing to switch the glasses. Progressive lenses are typically prescribed for individuals with presbyopia, facilitating a seamless transition of vision without the distinct dividing lines found in traditional bifocal lenses (American Academy of Ophthalmology, 2020).

2.2.2. *Protective eyewear*

Blue light blocking glasses are invented to minimize the amount of blue light emitted by electronic devices such as computers, smartphones, and LED lights. These glasses typically utilize a special coating on the lens surface to filter or absorb a portion of blue light, thereby helping to reduce digital eye strain and dry eyes, as well as improve sleep quality (Sheppard & Wolffsohn, 2018).

Sunglasses are a kind of eyeglasses that protect the eyes from the effects of sunlight, particularly ultraviolet (UV) radiation. Sunglass lenses are typically coated with a UV-blocking layer to mitigate the risk of eye damage, such as cataracts or macular degeneration. Furthermore, sunglasses help reduce glare and enhance visual contrast when viewing in bright lighting conditions (World Health Organization, 2019).

Photochromic glasses function as lenses that automatically change the color depending on the intensity of surrounding light. When exposed to UV rays outdoors, the lenses darken to protect the eyes; when indoors or in low-light environments, they return to a clear state. This technology provides convenience for users by eliminating the need to switch between regular eyeglasses and sunglasses (American Academy of Ophthalmology, 2020).

2.2.3. *Fashion eyewear*

Fashion eyewear frames are the types of glasses that are primarily centralised on aesthetics, style, and current trends. Unlike eyewear intended solely to serve a visual function, fashion frames prioritize form, color, materials, and alignment with personal style, thereby becoming a crucial accessory for expressing the wearer's image (McKinsey & Company, 2020).

Customized or personalized eyewear is defined as the type of glasses that are customized depending on an individual's unique characteristics - such as their facial features, aesthetic preferences, profession, and lifestyle. This trend reflects the growing demand for personalization in consumer culture, as users seek not only products that are functionally suitable but also a means to express their distinct identity through unique and distinctive designs (Pine & Gilmore, 1999).

Branded eyewear are those eyewear products that are manufactured and distributed by those specific brands, encompassing both domestic and international labels. The value of branded eyewear lies not only in product quality but also in the brand's reputation, image, and positioning within the minds of consumers. Numerous studies indicate that branding plays a crucial role in mitigating perceived risk and fostering trust, thereby influencing purchasing decisions (Kotler & Keller, 2016).

2.3. *The Role of Eyeglasses in Daily Life*

In terms of their role, eyeglasses primarily serve the function of **supporting vision**, enabling users to see more clearly during their studies, work, and daily activities. This constitutes their most fundamental and critical role, particularly for individuals suffering from refractive errors such as myopia, hyperopia, or astigmatism (Resnikoff et al., 2008). By adjusting the path of light, eyeglasses contribute to improving visual quality and enhancing efficiency in both academic and professional endeavors.

Secondly, eyeglasses play a crucial role in **protecting eye health**. Specifically, modern glasses can reduce the impact of ultraviolet (UV) rays, blue light from electronic devices, as well as dust and other environmental factors. As a result, eyeglasses help lower the risk of eye diseases and reduce eye strain and dry eyes in a context where people are increasingly exposed to digital environments (World Health Organization, 2019).

Thirdly, in the context of modern society, eyeglasses are also considered an important **fashion accessory** that contributes to enhancing one's appearance and aesthetic appeal. Consumers are increasingly inclined to choose glasses not only based on functionality but also with careful attention to design, style, and suitability for their facial features. As a result, eyeglasses have become a means of expressing personality, fashion sense, and personal image, especially among younger consumers (McKinsey & Company, 2020).

Eyeglasses is not simply a product to support vision; rather, it holds a dual value simultaneously **addressing health needs** while **satisfying consumers' desires** for **aesthetics** and **self-expression** in modern society.

3. Research Methodology

3.1. *Desk Research*

To investigate the usage trends among Vietnamese consumers, the team began studying by conducting the desk research method. Particularly, the team collected and synthesised secondary data of multiple resources to establish a theoretical foundation and contextual background for the study. These information resources include: (i) research paper and academic journal domestic and international pertaining to consumer behavior and the eyewear market; (ii) those report in on the eyewear on industry and consumer trends; and (iii) online information sources such as specialized websites, online newspaper, and the reputable media platform. Based on this foundation, the research team synthesized, analyzed, and selected relevant content to construct the research framework and design the survey questionnaire.

3.2. *Social Logical Research Method*

Beside the desk research method, the team conducted the sociological survey methodology to gather data from Vietnamese consumers by using Google Forms tool, the survey link was distributed to prospective participants at (<https://forms.gle/2gP4SPwXwfEgi7Yw7>). The survey content is designed to gather comprehensive about consumer behavior and the eyewear usage trends, comprise: (i) general information of the participants; (ii) current eyewear usage status (whether or not glasses are worn, and the type of eyewear currently used); (iii) eyewear usage purpose; (iv) the extent of

eyewear currently usage; (v) eyewear selection trends and (vi) factors influencing consumers' decisions when choosing eyewear.

Regarding sampling methodology, studying applies a convenience sampling approach combined with the "snowball" technique, whereby survey participants are encouraged to refer to other suitable individuals. This approach helps expand the scope of the sample and enhances the diversity of the study subjects.

Collected data was subsequently aggregated, cleaned, and processed using Microsoft Excel to facilitate descriptive statistical analysis and to derive insights regarding eyewear usage trends among Vietnamese consumers.

4. Survey Result

4.1. Description of Survey Participants

The research results indicate a total of 280 participants. They are studying a sampling of diverse characteristics regarding gender, age range, occupation and income, reflecting a relatively diverse range of social groups. This sample size is considered sufficient for analyzing eyewear consumption trends.

Table 1. Description of survey participants

Criteria	Groups	Number of people	Percentage (%)
Gender	Male	100	35.7
	Female	165	58.9
	Unspecified	15	5.4
Age	Under 18	30	10.7
	18-25	95	33.9
	26-35	70	25.0
	36-45	50	17.9
	Above 45	35	12.5
Occupation	Students/ college students	90	32.1

	Officer Staffs	85	30.4
	Civil servants and public employees	45	16.1
	Freelancer	60	21.4
Income	Under 5 million (VND)	80	28.6
	5 – 10 million (VND)	90	32.1
	10 – 20 million (VND)	70	25.0
	Above 20 million (VND)	40	14.3

Resource: Survey result

The research sample comprises 280 participants with a relatively balanced composition that reflects the diversity of various social groups. In terms of gender, females constitute the majority - a distribution consistent with current eyewear consumption patterns. Regarding age, the 18 - 25 demographic accounts for the largest proportion, indicating that this represents the core customer segment. The occupational and income structures are reasonably distributed across groups, with a particular concentration among middle-income earners, students, and office workers. Overall, the size and structure of the sample are deemed appropriate for analyzing eyewear usage trends.

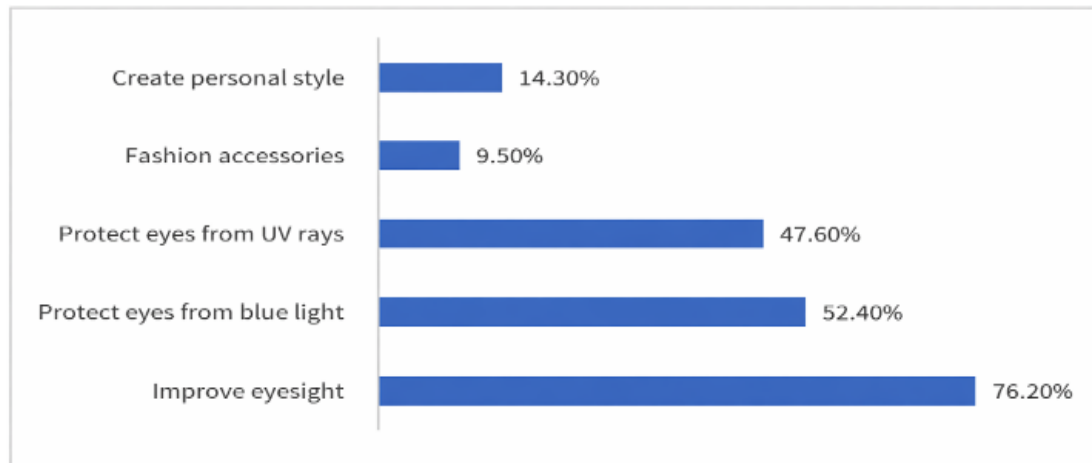
4.2. The Current State of Eyewear Usage

Percentage of using eyeglasses

According to the survey result, 75% of participants are using eyeglasses, while 25% are not using these products. Nevertheless, the 25% group of non-users remained willing to participate in evaluating trends, demonstrating that eyewear is not merely a product reserved for those with specific vision needs but has evolved into a mainstream item that garners broad interest. This reflects the potential to expand the market to include the segment of customers who do not yet use eyewear.

The purpose of using eyeglasses

The results derived from charts regarding eyewear types, usage frequency, commencement of use, and intended purpose indicate that consumers utilize eyewear for a diverse range of objectives - including vision correction, eye protection, and fashion. This reflects a shift in consumer behavior from single-purpose to multi-purpose usage. Eyewear is no longer merely a medical device; it has evolved into a versatile consumer product capable of meeting a wide array of daily life needs.

Chart 1. Purpose of using eyeglasses

Resource: Survey result

The result that we conducted from chart 1 reflects 76.2% of users who use this product as a tool to improve their vision, confirming that the primary function of eyewear remains to facilitate clear sight. However, eye protection purposes are also noteworthy, with 52.4% using glasses to block blue light and 47.6% to guard against UV rays - reflecting a growing awareness of eye health.

Furthermore, while secondary in importance, the fashion element remains present, with 14.3% of users wearing glasses to express their personal style and 9.5% viewing them as a fashion accessory. Evidently, consumers adopt a multi-purpose approach to eyewear, combining the functions of vision correction, protection, and fashion.

Frequency and Duration of Eyewear Usage

Survey data reveals distinct differences in usage frequency across various user groups. Specifically, the group that regularly wears glasses (accounting for 75% of respondents) tends to use them more frequently - a trend particularly pronounced among those with refractive errors. Conversely, the group that does not wear glasses (25%), or wears them only in specific instances, demonstrates usage patterns that are situational in nature. This indicates that eyewear is being utilized flexibly based on practical needs, rather than being worn out of strict necessity.

Purchase Location and Replacement Cycles

The survey results show that the consumers tend to choose a variety of locations to purchase eyewear, ranging from traditional brick-and-mortar stores to other channels. Furthermore, the frequency with which consumers replace their glasses varies across different user groups. This finding aligns with the statistic that 89.3% of consumers tend to use multiple pairs of glasses, suggesting that a segment of the consumer base does not merely replace their eyewear when it becomes damaged, but also swaps it out to suit their specific needs and personal style. Thus, the behavior surrounding eyewear replacement is no longer driven solely by technical considerations, but is also significantly influenced by fashion trends.

4.3. Eyewear usage trends

The trend of using various types of glass

The results indicate that 89.3% of participants tend to use multiple types of eyewear, while only 10.7% do not. This represents a very high proportion, demonstrating that consumers are no longer loyal to a single product but instead tend to own various types of eyewear to serve different purposes. This reflects an expanding consumer trend and presents a significant opportunity for businesses to diversify their product offerings.

Table 1. Eyewears usage trend of multiple types of eyeglasses

Yes	89.3%
No	10.7%

Resources: Survey result

Interested in new types of eyeglasses

The survey results reveal a distinct difference in the interest regarding various types of eyewear. Specifically, blue-light-blocking glasses achieved an average score of 3.86 - with 140 respondents selecting a rating of 3 and 60 selecting a rating of 4 - indicating a relatively high level of interest. In contrast, photochromic glasses received an average score of 3.07, and smart glasses scored 3.39, suggesting that interest in these categories remains merely at an average level. This reflects a consumer preference for products offering high practical utility over those characterized primarily by novel technology.

Table 2. New types of glasses of interest

	1	2	3	4	5	Average point	Judgement
Blue-light-blocking glasses		20	60	140	60	3.86	Care
Photochromic glasses	10	60	130	50	30	3.07	Neutral
Smart glasses		40	130	70	40	3.39	Neutral

Future demand in the smart glasses

When asked about the likelihood of purchasing smart glasses, 70% of respondents indicated that they would likely do so, while 30% remained neutral. Compared to the current level of interest - which stands at mere 3.39 - this 70% figure suggests that, despite not yet

being truly mainstream, smart glasses hold strong potential for future growth as consumer awareness and demand continue to rise.

Trends in Fashion and Hightech Eyewear

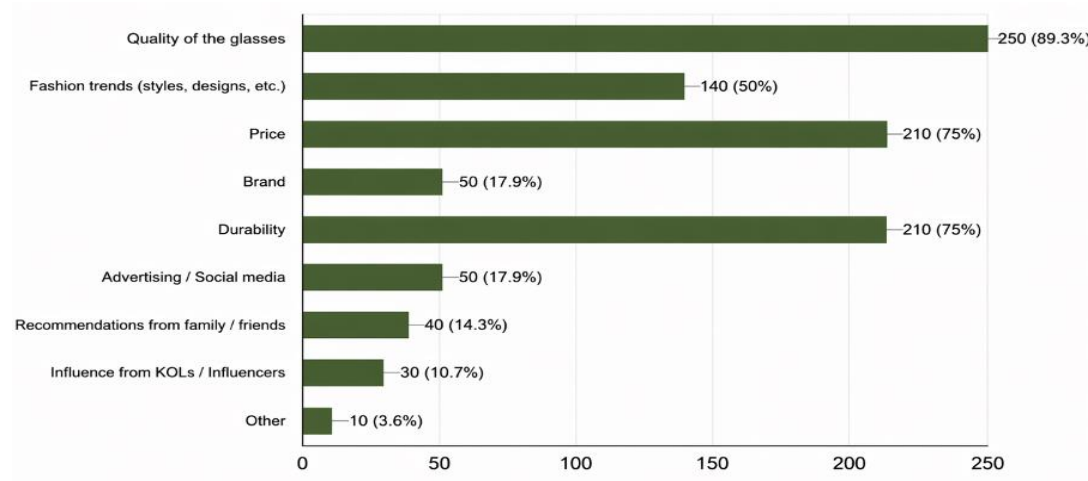
Insights derived from open-ended questions indicate that trends in eyewear usage will continue to evolve in the direction of fashion and technology. This aligns with quantitative findings, such as the fact that 82% of respondents view eyewear as a fashion accessory, while 89.3% tend to own multiple pairs. Furthermore, social factors- such as the influence of Key Opinion Leaders (KOLs) and the "FOMO" phenomenon - were also highlighted, demonstrating that consumer behavior regarding eyewear is increasingly being strongly shaped by the social environment.

Furthermore, the result of the open-ended questions reveal that Vietnamese consumers's eyewear usage trends can be categorized into several key groups. Foremost among these is the dominance of fashion and aesthetic trends; numerous responses emphasized the importance of design variety, styling, and trendiness - indicating that eyewear is increasingly viewed as an accessory for expressing personal style. Concurrently, the functional aspect remains significant, as consumers continue to prioritize features related to eye protection and vision support. At the same time, the impact of technology and modern lifestyles has emerged as a notable factor, evidenced by the demand for blue-light-blocking lenses and ergonomic designs tailored for use with electronic devices. Additionally, social influences and viral effects - such as the fear of missing out (FOMO) and the impact of key opinion leaders (KOLs) - are beginning to surface, contributing to a surge in trend-driven consumer demand. Finally, a segment of neutral opinions persists, suggesting that the level of interest in these trends varies unevenly across different consumer groups.

4.4. Factors impacting on eyewear usage

First, functional factors - specifically quality, durability, and price - play a pivotal role in the decision-making process. Survey results indicate that lens quality exerts the strongest influence, with 250 out of 280 respondents (89.3%) selecting it; this reflects a fundamental need for vision protection and functional efficacy. Furthermore, both price and durability garnered high response rates - each selected by 210 out of 280 respondents (75%) - demonstrating that consumers place particular emphasis on striking a balance between cost and long-term value. This confirms that, despite the market's shift toward fashion-centric trends, functional attributes remain the bedrock of consumer decisions when purchasing eyewear.

Secondly, the role of aesthetics and fashion trends is becoming increasingly prominent. Factors related to design and fashion trends were selected by 14 out of 28 respondents (50%), underscoring their significant importance in consumer behavior. Notably, survey results regarding consumer perception revealed that the average score for the statement "eyewear is a fashion accessory" reached 4.04 out of 5, with 230 out of 280 respondents (approximately 82%) agreeing or strongly agreeing. This demonstrates that consumers increasingly view eyewear as a means of expressing personal style and self-image, rather than merely as a product serving a functional visual purpose.

Chart 2. Factors influencing the eyeglasses purchase decision

Resource: Survey result

Thirdly, brands serve as intermediaries in shaping consumer trust and purchasing preferences. Although the proportion of consumers who directly cite brand as a deciding factor in their purchase decisions is relatively low - standing at 50 out of 280 respondents (17.9%) - brand awareness levels are quite diverse: 55% of participants are familiar with Vietnamese eyewear brands, 50% recognize Gentle Monster, 20% recognize Ray-Ban and Owndays, and 15% recognize Bolon. This suggests that brands exert influence not only directly but also indirectly - through consumer perception, brand image, and fashion trends - particularly in the case of international brands that are strongly positioned in terms of style.

Fourthly, those social factors and traditions exert an impact, albeit to a limited extent. Factors such as advertising and social media were selected by only 50 out of 280 respondents (17.9%); advice from friends and relatives accounted for 40 out of 280 respondents (14.3%); and the influence of KOLs and influencers ranked even lower, at 30 out of 280 respondents (10.7%). This suggests that eyewear purchasing behavior tends to be highly personalized, with consumers prioritizing firsthand experiences and individual needs over being heavily swayed by external factors.

Thus, consumer trends in eyewear are shifting toward a "fusion of function and fashion". While functional elements continue to serve as the foundation, aesthetic appeal, style, and brand identity are exerting an increasingly significant influence. This reflects a shift in modern consumer behavior, wherein consumers seek not only utilitarian value but also symbolic value and a means to express their personal identity through the products they choose.

4.5. Difficulties in Using Eyeglasses

While wearing glasses offers numerous benefits in terms of protecting and improving vision, consumers nonetheless face a number of challenges during their daily use. Foremost among these are the inconveniences encountered in everyday life - such as lenses fogging up in the rain or when temperatures change, slipping during movement, or getting in the way during physical activities. Furthermore, physical discomfort - such as pressure on the bridge of the nose, strain behind the ears, or eye fatigue caused by wearing glasses for extended periods

- significantly impacts the user experience, particularly when the eyewear is not designed to properly fit the wearer's face or suit their specific needs.

Furthermore, the relatively *high cost of eyewear* constitutes a significant barrier. These expenses encompass not only the initial purchase but also subsequent costs incurred for lens replacements, frame repairs, or upgrades to high-performance features (such as blue light filtering, UV protection, or anti-glare coatings). This can impose a financial strain, particularly on students or individuals with middle-income earnings. Concurrently, the *difficulty in selecting suitable eyewear* presents another noteworthy challenge; with the current market flooded with a vast array of models, brands, and features, consumers are prone to experiencing "choice overload", which ultimately impacts their purchasing decisions.

Along with that, the habit of wearing eyewear is not yet truly widespread or consistent among a segment of consumers - an observation that holds particular validity in developing markets. Many individuals wear glasses only when absolutely necessary (for instance, while studying or working on a computer) or lack full awareness regarding the importance of vision protection, resulting in infrequent or improper usage. Additionally, certain psychological factors - such as reluctance to wear glasses due to concerns about their impact on appearance or perceived inconvenience - also contribute to the lower prevalence of eyewear usage.

Notably, amidst the ever-increasing use of electronic devices, glasses wearers also face the challenge of digital eye strain - manifesting as dry eyes, headaches, and reduced concentration (Sheppard & Wolffsohn, 2018). Concurrently, the use of glasses with an incorrect prescription or poor-quality lenses can lead to various vision and eye health issues (American Optometric Association, 2021). Thus, these challenges demonstrate that the use of eyewear is not merely a matter of consumption, but also involves consumer awareness, habits, and product accessibility.

5. Exchange and Discussion

Based on the findings from both quantitative and qualitative research, it is evident that the eyewear usage behaviors and trends among Vietnamese consumers are undergoing a distinct transformation. Functional factors - such as lens quality, durability, and price - continue to serve as the foundational elements in purchasing decisions. However, aesthetic considerations, design styles, and fashion trends are exerting an increasingly significant influence, as evidenced by the high percentage of consumers who agree that eyewear serves as a fashion accessory. Concurrently, results from open-ended questions reveal a diversity in consumer perception, wherein eyewear is viewed not merely as a vision aid but also as a means of expressing personal style and adapting to a modern lifestyle. Furthermore, advancements in technology and the digital landscape have driven demand for specialized eyewear products, such as blue-light-blocking glasses and photochromic lenses.

Based on the results above, it can be observed that the trend in eyewear usage in Vietnam is shifting toward a blend of functionality and fashion, with increasing emphasis placed on personalization and user experience. Consumers are concerned not only with practical utility but also with their image, personal style, and the convenience of the product during use. Concurrently, the influence of social factors - such as social media and key opinion leaders (KOLs) - is beginning to emerge, though it has not yet become the primary driving force compared to core factors such as quality and price.

This trend carries significant implications. For eyewear manufacturers, it is essential to prioritize product development that emphasizes multi-functional integration - combining visual quality with aesthetic appeal - while simultaneously diversifying designs to meet the growing demand for personalization. Furthermore, investing in technology (such as blue-light filtering and UV-protective lenses) and building a strong brand are key factors for enhancing market competitiveness.

For eyewear retailers, the focus should be on enhancing the customer experience through personalized consultations, assisting customers in selecting products that align with their specific needs and personal style. Simultaneously, staying abreast of the latest fashion trends - combined with showcasing a diverse range of designs and leveraging digital communication channels - will prove more effective in attracting and retaining customers. Thus, accurately grasping consumer trends not only enables businesses to adapt to market dynamics but also establishes a sustainable competitive advantage within the eyewear industry.

6. Some suggestions

Based on the research findings, several recommendations can be put forward to foster the development of the eyewear market in a sustainable manner that aligns with consumer needs.

For eyewear manufacturers, the focus should be on developing multifunctional product lines that combine vision support with eye protection (including UV and blue light protection), while also prioritizing the diversification of designs and styles to meet the growing trends of personalization and fashion-driven demand. Technological innovation and product quality enhancement will enable businesses to strengthen their competitiveness in the market.

For consumers, it is essential to raise awareness regarding eye health protection, particularly in the context of the increasingly widespread use of electronic devices. Selecting eyewear that is appropriate for one's vision condition and usage needs- along with adopting proper usage habits - will contribute to minimizing eye-related issues and enhancing overall quality of life.

For regulatory bodies, it is essential to intensify public awareness and educational initiatives regarding eye health care within the community, while simultaneously encouraging periodic vision screenings. Furthermore, establishing quality standards for eyewear products and implementing market oversight play a crucial role in safeguarding consumer rights and guiding the healthy development of the industry.

Conclusion

Research into the eyewear usage trends of Vietnamese consumers reveals a distinct shift in consumer behavior within this sector, driven by socio-economic and technological factors. Eyewear is no longer viewed merely as a product for vision correction; rather, it is increasingly perceived as a multi-faceted product that simultaneously addresses health needs, offers aesthetic value, and serves as an expression of personal style.

Research findings indicate that factors such as quality, price, and durability continue to play a foundational role in purchasing decisions. However, design, style, and fashion trends are exerting an increasingly significant influence, reflecting a shift in consumer perceptions -

particularly among younger demographics. Concurrently, advancements in technology and the rise of digital lifestyles have driven demand for specialized eyewear products, such as blue-light-blocking and photochromic lenses. Furthermore, social factors - such as media and social media influencers - have also begun to impact consumer behavior, although they do not yet serve as the primary determining factors.

Based on the aforementioned results, it can be affirmed that the trend of eyewear usage in Vietnam is evolving toward a fusion of functionality and fashion, while simultaneously witnessing an increased level of personalization in product selection. This trend not only reflects shifting consumer demands but also presents numerous opportunities and challenges for businesses, retailers, and regulatory bodies in effectively and sustainably developing the eyewear market.

Although the study has yielded certain results, several limitations persist - notably regarding the scope of the sample and the reliance on online surveys as the primary method of data collection. Consequently, future research could expand the sample size and incorporate advanced quantitative analysis techniques or theoretical models (such as TPB or S-O-R) to further elucidate the factors influencing eyewear consumption behavior.

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