

A Study on Buying Behaviour of Footwear Brand “Crocs” Among College Students, Coimbatore

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Abstract

Crocs is a globally recognized footwear brand that follows strong comfort, ease of use, and innovative design principles. The company was established in 2002 with the idea of clog-style shoes, which are lightweight, hard-wearing, and great to wear day after day. One of the key strengths behind Crocs shoes is the foam resin wherein the product is made of advanced technology that offers superior cushioning, flexibility, and long-lasting comfort to the wearer. Furthermore, the shoes are waterproof and easy to maintain, thus being perfect for every age group and lifestyle. Over time, it expanded its portfolio into sandals, slides, boots, and work-specific footwear, targeting casual users and professionals who would be using it all day, standing at work. This paper deals with an exploratory study on the buying behaviour of college students in Coimbatore regarding the Crocs brand. Sources of awareness, frequency of purchase, price perception, comfort level, and factors influencing buying decisions are studied. Primary data from 50 respondents have been collected through a structured questionnaire and analysed using percentage analysis. The findings indicate that comfort and reasonably affordable prices remain a significant influencer of the purchase decisions, while social media remains the easiest avenue through which brand awareness can be engendered. These findings further suggest that Crocs should increase design variety and student promotional approaches to increase the frequency of purchases.

INTRODUCTION

Crocs has emerged as a brand of distinction in the global arena of the shoe industry due to their singular dedication to the field of comfort-based shoe design innovation. The primary factor behind the brand's remarkable success is the application of innovation-based foam technology, which makes the shoes lightweight, long-lasting, and comfortable to wear.

The brand has carved a niche of distinction from other shoe brands. Crocs designs a wide range of shoe wear, including both adult and child wear. The company also gives its consumers a wide choice because Crocs have designed various shoe wear that can full fill various customer ends. This includes clogs, sandless, slip-on, dress, boots, etc. Crocs have also been successful in grabbing a large market share through its partnership with companies like Nickelodeon, Disney, Gucci, etc. This helped them differentiate their products in the minds of consumers, differentiating them from their rivals.

STATEMENT OF THE PROBLEM

The choice of footwear by college students in the city of Coimbatore is constantly evolving due to

changes in their lifestyle and awareness of global fashion trends. But it is not clearly known how the design and comfort of the popular brand of shoes called Crocs affect the purchasing behaviour of college students in the city of Coimbatore. Young adults in college are another target segment with their own distinct buying behaviour. While buying a product like Crocs, students generally prefer products that are comfortable, durable, possess brand value, or are eco-friendly. Crocs emphasizes on customer satisfaction, brand loyalty, and eco-technology. But very little research has gone into exploring the perception that college students in Coimbatore have about Crocs footwear products.

OBJECTIVES

1. To identify customer groups willing to pay for these factors.
2. To study how the company can expand in the global market.
3. To ensure customer satisfaction by offering good-quality products.
4. To improve brand recognition by building a strong brand identity.
5. To encourage eco-friendly and safe manufacturing practices.

SCOPE

1. The business sells its products, like shoes, to buyers in other markets.
2. Targeting the emerging markets for the expansion of the business.
3. Designing new designs, materials, and techniques that can enhance comfort and longevity.
4. Expanding into lifestyle products such as bags, clothes, and workwear.
5. Improving customer satisfaction through personalized shopping experiences.

RESEARCH METHODOLOGY

i) Sources of Data

The study uses both primary and secondary data.

ii) Data Collection Method

Primary data is collected from college students in Coimbatore through direct interaction and questionnaires to understand their buying behaviour towards Crocs footwear. Secondary data is collected from journals, books, research articles, company websites, and other reliable online sources.

iii) Area of Study

The study is conducted in Coimbatore district, Tamil Nadu, focusing on college students from various institutions.

iv) Sample Size

The sample consists of 50 students selected from different colleges in Coimbatore.

v) Period of Study

November 2025 to March 2026.

vi) Statistical Tools Used

Simple Percentage Analysis and Chi-square Test.

LIMITATIONS OF THE STUDY

1. This study is based only on Crocs footwear and does not compare other brand names.
2. Since the study is done among college students in Coimbatore, the outcome cannot be used among students coming from other locations.

REVIEW OF LITERATURE

1. Wenye Zhang, 2025 Crocs has embraced the "anti-aesthetic" or "ugly look" in their marketing strategy to align themselves with all things relevant to Gen-Z culture. "Gen-Z values Crocs not just as comfortable but unique, self-expressive, and representative of non-traditional fashion values." These unusual designs are what help reinforce brand identity and loyalty within members of this generation.
2. We Xu 2025 This paper discusses various means of promotion that are being done by Crocs, namely through innovation, comfort, protection of intellectual property rights, and collaboration. Through questionnaires, observations in stores, and a literature review, it explains the way in which Crocs attracts customers due to new designs and strong brand awareness. Problems also come out, like the usage scenarios are limited, target age groups are narrow, and poor service quality in offline stores. The study finds that future growth is based on market research, improvement of store service, increase in design variety, and consumer-oriented promotion.
3. Fengshuo Liu 2024 The present study deals with the sustainable marketing strategy of Crocs and describes the different success, decline, and resurgence of the firm. It has thrown light on innovation, co-branding, celebrity endorsements, e-commerce development, and sustainability practices.

Data analysis and interpretation

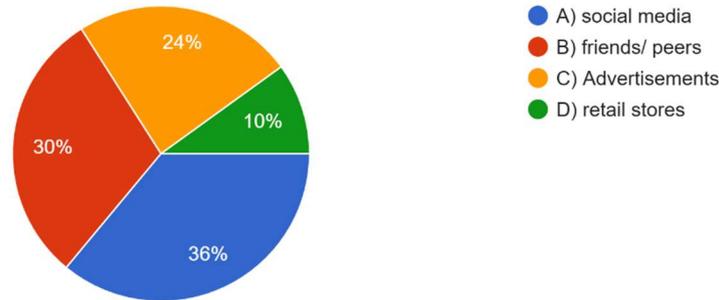
Table 1.1
Awareness about crocs

Awareness sources	Response	Percentage
Social media	18	36
Friends/ peers	15	30
Advertisement	12	24
Retail stores	5	10
Total	50	100

Chart 1.1

6. How did you come to know about crocs?

50 responses



Interpretation:

Social media is the top source of awareness for Crocs, influencing 36% of respondents. Word-of-mouth from friends and peers is the second most influential source (30%), followed by advertisements (24%) and retail stores (10%).

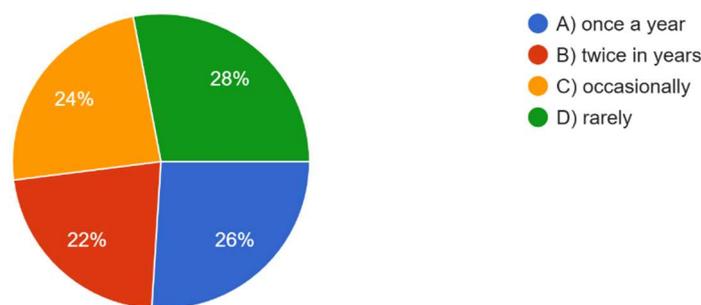
Table 1.2
Purchase crocs footwear

Frequency of Occurrence	Response	Percentage
Once a year	13	26
Twice in years	11	22
Occasionally	12	24
Rarely	14	28
Total	50	100

Chart 1.2

14. How often do you purchase crocs footwear?

50 responses



Interpretation

The majority of respondents (28%) purchase Crocs rarely, while 26% buy them once a year. About 24% make occasional purchases, and 22% buy twice a year, indicating a relatively low purchase frequency.

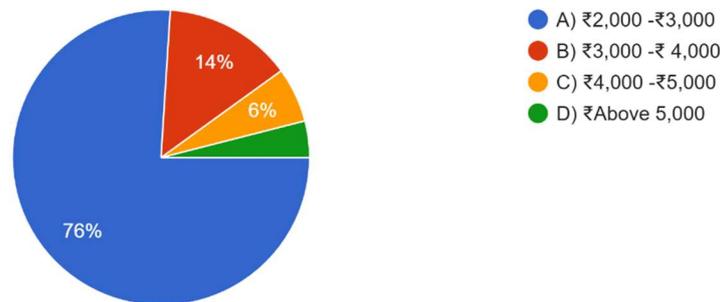
Table 1.3
Price range for cros footwear

Price range	Response	Percentage
₹2,000 -₹3,000	38	76
₹3,000- ₹4000	7	14
₹4,000- ₹5,000	3	6
Above₹5,000	2	4
Total	50	100

Chart 1.3

11. what price range do you prefer for cros footwear ?

50 responses



Interpretation

The ₹2,000-₹3,000 price range is the most popular among respondents (76%). Only 14% prefer the ₹3,000-₹4,000 range, and 10% are willing to pay above ₹4,000, highlighting the brand's price sensitivity.

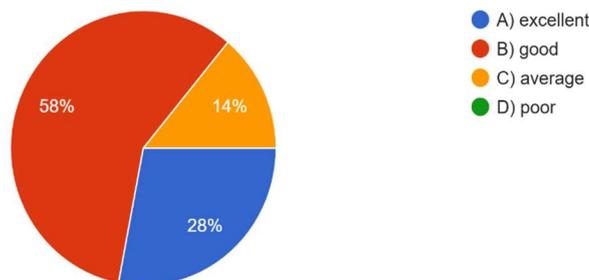
Table 1.4
Comfortable level of cros

performance	Response	percentage
excellent	14	28
Good	29	58
Average	7	14
Poor	0	0
total	50	100

Chart 1.4

16. how would you rate the comfortable level of cros?

50 responses



Interpretation

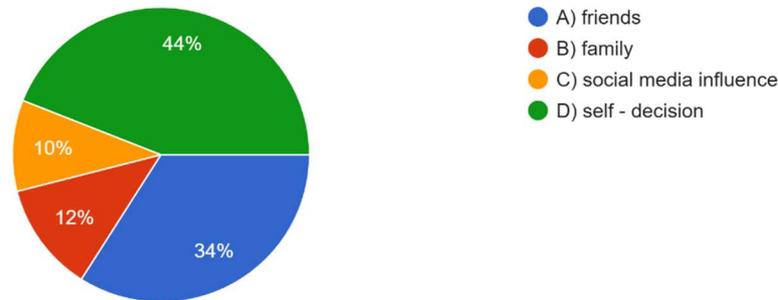
Most respondents (58%) rate Crocs as good in terms of comfort, while 28% rate it excellent. About 14% consider it average, and none rate it as poor, indicating strong satisfaction with the brand's comfort.

Table 1.5
Influences of purchase decision making

Influencers	Response	Percentage
Friends	17	34
Family	6	12
Social media influence	5	10
Self- decision	22	44
Total	50	100

Chart 1.5

13.who influences your purchase decision the most ?
 50 responses



Interpretation

44% of respondents make independent purchase decisions, while 34% are influenced by friends. Family (12%) and social media (10%) have a relatively smaller impact on purchase decisions.

Chi square

Performance	Social Media	Friends	Advertisement	Retail Stores	Total
Excellent	6	4	3	1	14
Good	9	9	8	3	29
Average	3	2	1	1	7
Poor	0	0	0	0	0
Column Total	18	15	12	5	50
Calculated value (χ^2)	Table value (5% level)	Degree of Freedom (df)	Null Hypothesis (H_0)	Result	
1.22	12.592	6	Accepted	No significant relationship	

Interpretation

There is no significant relationship between performance level and awareness source of Crocs footwear. Since the calculated value (1.22) is less than the table value (12.592), the null hypothesis is accepted. Hence, there is **no significant relationship** between awareness source and performance perception.

FINDINGS

The most common source of information for people to become aware of Crocs was social media, with 36% having done so. Approximately 28% of the students are likely to buy Crocs occasionally. The majority of the respondents, i.e., 76%, preferred Crocs footwear in the range from ₹2,000 to ₹3,000. This clearly shows the role of price in their decision. More than half, that is, 58%, of the students thought that the comfort level was good, whereas 28% thought that the comfort level was excellent. About 44% of the students make the decision on their own to buy the product, while 34% are swayed by their friends into purchasing the product.

CONCLUSION

The study concludes that comfort is the primary factor influencing college students' preference for Crocs footwear in Coimbatore. Social media plays a significant role in creating brand awareness, while price and self-decision strongly affect purchasing behaviour. Although Crocs is well-recognized for comfort and durability, its purchase frequency among students remains low. By focusing on stylish designs, affordable pricing, and targeted student marketing, Crocs can strengthen brand loyalty and expand its market among young consumers.

REFERENCE

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