

# Research on Crocs Brand Marketing Strategy

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## Abstract:

In today's market, the competition for leisure shoes is becoming fierce, Crocs relies on timely innovation and successful brand marketing gaining a lot of followers. This paper uses online and offline experience surveys, online questionnaires, and literature reviews to discuss the successful innovation and brand of Crocs. According to the research, the biggest advantage of Crocs is innovation. Crocs are widely sought after by consumers in the innovation of style and IP co-name, and the marketing success of the Crocs brand has attracted a large number of consumers. However, there are some problems that need to be solved. For example, the shoes' style is not suitable for changing occasions; are known for being too one-dimensional and are not designed for multiple ages and so on. There is a more fatal problem is that when buying offline, shop assistants mostly start from the introduction of expansive styles, and do not take the initiative to understand the needs of customers. In future development, the brand can add some market research and analysis to understand the needs of consumers, the current trends, and so on. It is also necessary to strengthen the training and improve their service awareness.

**Keywords:** Footwear brand; IP co-brand; Co-brand marketing.

## 1. Introduction

With the increasing demand for personalized products [1], Crocs has gained a large number of customers with some IP co-names, and stands out from other casual shoes, but there are still some problems preventing Crocs from further expanding the market. In the past literature, it was mentioned that the sales of Crocs reached 2.7 billion US dollars in 2022 [2][3]. And Crocs are one of the top 10 non-sports brands in the world [2]. Crocs were originally designed for

boaters, but after continuous innovation and research and development, crocs have evolved into today's casual shoes[2].

However, in the report, there is a lack of comparison between Crocs and other casual shoes, and the existing only describes the Crocs company itself, and very little research has been done on Crocs.

This paper mainly studies the advantages of Crocs compared with other casual shoes in many fields such as style innovation and IP co-branding. Trying

to help them expand their advantages. This article helps brands reduce their disadvantages.

## 2. Research Method

Through the distribution of more than 80 online questionnaires, the questionnaire mainly asked the respondents about their initial understanding of Crocs, the advantages of Crocs compared with other casual shoe brands, the age at which Crocs can be used and the reasons why the respondents were attracted to Crocs, etc.

Through offline visits, the marketing strategy of Crocs physical stores are also learned. The business ability and attitude of physical shop assistants to consumers and so on.

This paper also learned about the sales of online physical stores and the introduction, marketing and consumer comments of new products on the official social media with having a general understanding of the image of the spokesperson Crocs has been looking for in the past year and the corresponding crowd they attract.

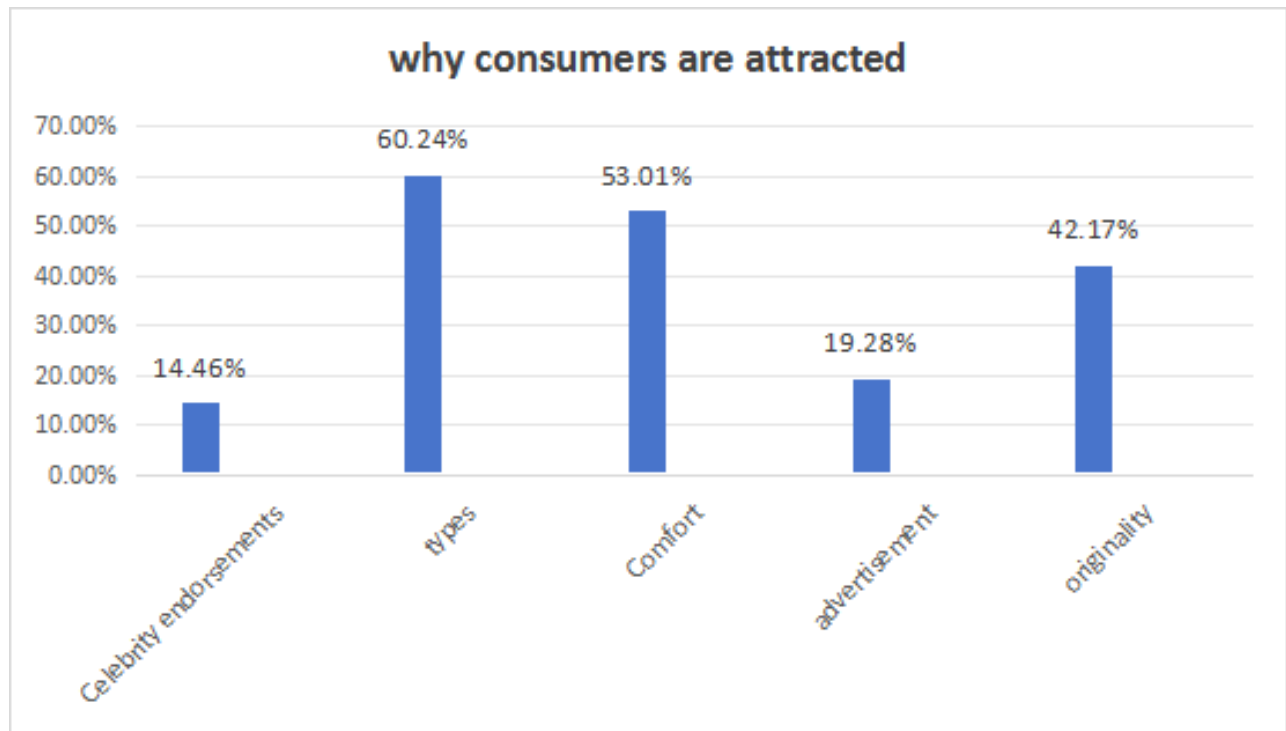
## 3. Result and Discussion

According to the survey results, the age group of most respondents is concentrated in the 31-40 years old, accounting for 57.83%, while the proportion of respondents under 18 years old and over 50 years old is small. At the same time, 87.95% of respondents said they had purchased Crocs, and 81.93% of respondents believed that Crocs were suitable for their age group.

This indicates that Crocs are widespread in the market. According to the data, respondents are attracted to the crocs brand for its visibility, comfort and shape, which indicates that respondents value the quality of the brand more.

In the comfort survey, more than half of the people (57.58%) gave a score between 7-10 (out of 10 points), which indicates that the comfort of Crocs is recognized by people and belongs to a major advantage of Crocs.

According to the later survey, crocs attract consumers, that is, the advantages of crocs compared with other casual shoes mainly focus on style, comfort and creativity (Figure 1).



**Figure. 1 The reason why consumers are attracted**

Moreover, through my observation of Crocs' official website, this study found that Crocs has taken corresponding measures in these three aspects, such as increasing the styles of Crocs, like wild shoes. crocs are the latest official model launched by Crocs, combining the characteristics of Crocs and outdoor shoes, increasing the use of Crocs,

which is very effective in attracting a large number of consumers.

In terms of comfort, crocs have introduced fleece Crocs, which also enables consumers to use Crocs in autumn and winter when the weather is colder, which also increases the sales of Crocs. In terms of creativity, crocs can dye

shoe flowers is also welcomed by many consumers.

It is worth mentioning that there are shoes related to the sale of idols on the market, which greatly attracted the majority of fans to buy, further promoted the rise in sales of Crocs, and saw some entity IP joint products under the line, it is very attractive to consumers like Sanrio's joint name and Super Mario's joint name has attracted many children to visit the offline store to buy[4][5].

On the official social media, there is the launch of a cross-border joint name with on the official social media, there is the launch of a cross-border joint name with the theme of "ugly is also a kind of beauty", and effectively attracted a large number of consumers. And it was an effective combination of marketing that pursued different

trends at the time.

According to the data analysis (Figure 2), the advantages of Crocs compared with other Crocs brands are mainly reflected in the aspects of higher brand awareness (36.14%), greater comfort (36.14%), and better style (30.12%). Relatively speaking, the advantages of a wide range of age groups (7.23%) and a wide range of styles (7.23%) are relatively low. The advantage of extensive advertising coverage (21.69%) was also in the middle.

However, 48.19% of respondents think that Crocs do not have the right occasion to use, and 30.12% of respondents think that Crocs are ugly, which may be one of the reasons why Crocs are blocked in the promotion.

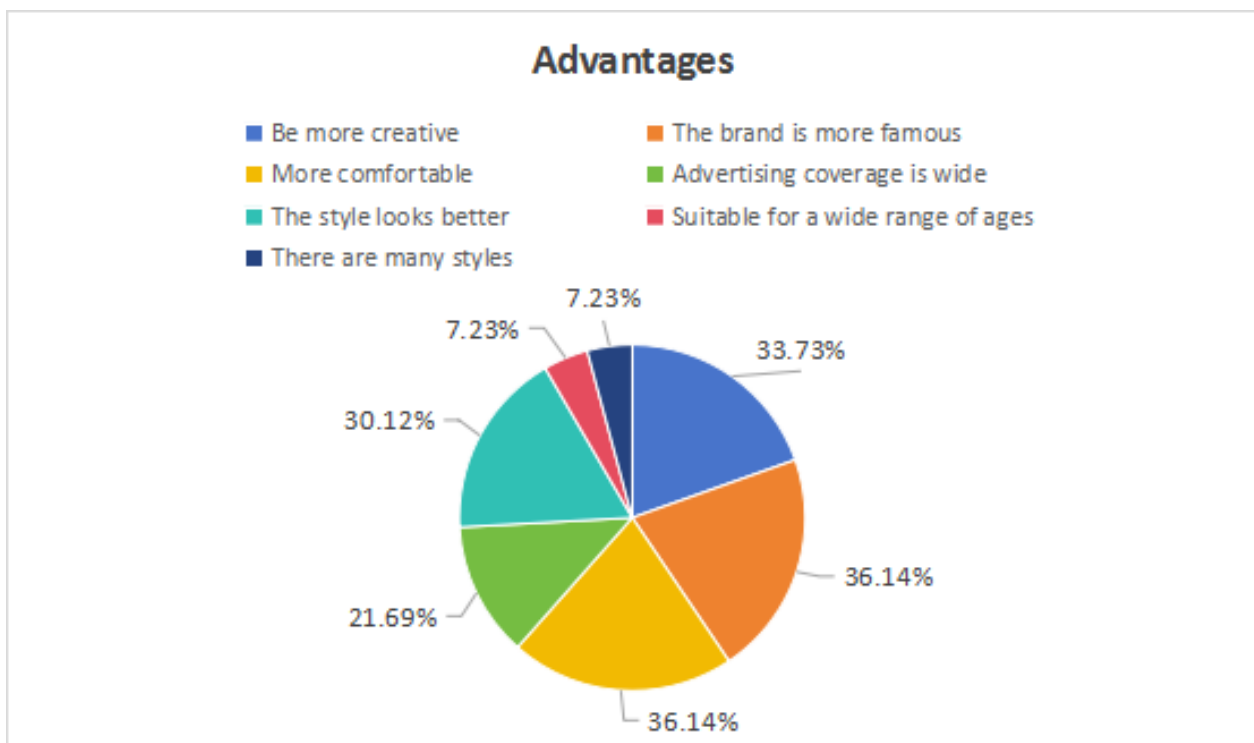


Figure. 2 advantages of crocs

#### 4. Existing Problems and Future Development

To sum up, crocs still need to solve problems such as application occasions and appearance design in the promotion of Crocs. And it is relatively difficult to promote it among middle-aged people. The fatal problem is that some offline employees have a bad attitude and have been promoting more expensive styles, affecting consumers' desire to buy.

There is also a lack of style marketing, because at present, most of the public's influence on the style of Crocs stays in the basic or popular styles of Crocs, and consumers'

understanding of other styles is not deep[6].

There are also problems such as the official shoe flowers are not liked by consumers, blindly promoting expensive products and not understanding customer needs and some shoes do not meet the public aesthetic. In combination with these questions, crocs officials can learn more about consumer preferences and design styles and designs that match the current aesthetic.

Some IP co-names are also combined with shoe flowers rather than limited to the style and pattern of Crocs. More importantly, expand the scope of brand marketing, not limited to young people. More importantly, expand the scope of brand marketing, not limited to young people.

And can be more to market new styles, create styles that can expand the use of the occasion and from its in addition to the leisure field and higher comfort than other footwear marketing and so on.

In addition, in the daily use of Crocs with thicker bottoms, the ankle and instep skin is prone to injury. This problem troubles many consumers, Crocs can pay more attention to the protection of the foot

## 5. Conclusion

Crocs style, comfort and creativity are a big advantage over other casual shoes, but there are also some problems, such as poor staff attitude, and hot styles of a single problem. Brands should play to their strengths, solve problems and attract more customers.

This paper studies the advantages and disadvantages of Crocs in the market and consumers' attitudes towards Crocs. The conclusion shows that Crocs should solve the current problems and combine marketing to attract more consumers and continue to expand the original advantages. There are some subjectivity in the research of this paper, and the use of research methods did not fully consider the needs of the article, and there is one-sidedness in the data.

This paper hopes that the future of the brand will be better and better, and also hopes that there will be more researchers studying related topics in the future. Brands of the future are supposed to be more aware of consumer needs and expand their range of adaptation to the drinking age.

In addition, brands should also focus on promoting more products and learning more about market trends. Companies are advised to cultivate the quality and ability of their employees. For example, conduct some training or set up some service specifications.

More importantly, the brand can develop some new technologies to meet people's needs such as anti-sweat technology, reducing skin chafing, Ways to protect your ankles and so on. Brands should focus on a variety of consumers, not only for high consumption, the pursuit of fashion con-

sumers, should also adapt to more pursuit of comfort, and convenience buyers.

This can be achieved by appropriately reducing the price and improving the comfort of shoes and so on. Besides, the brand also needs to adjust its marketing strategy in the corresponding market, instead of selling every product in all markets, which will lead to the accumulation of some inventories and the increase of costs.

Moreover, in the choice of raw materials, the brand can choose raw materials with less smell, which may make the buyer's good impression rise and further increase sales. And the choice of more comfortable materials can increase the softness and comfort of shoes. Environmentally friendly materials are also available.

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