

RESEARCH PROJECT

crocsTM

VYVY PHAM

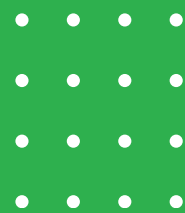


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ANALYSIS &
CONCLUSIONS

INTRODUCTION

- Company founded in 2002
- Originally intended to be used for boating
- Global net revenue of \$3.55 billion USD in 2022
- 340 stores globally operating in 2022

H1: COMFORT POSITIVELY INFLUENCES BRAND LOVE

H2: AFFORDABILITY POSITIVELY INFLUENCES BRAND LOVE

H3: SOCIAL MEDIA INCREASES BRAND AWARENESS

H4: STYLISHNESS POSITIVELY INFLUENCES BRAND LOVE

H5: VERSATILE STYLES POSITIVELY INFLUENCES BRAND LOVE

H6: EXCLUSIVITY/ANTICIPATION POSITIVELY INFLUENCES PURCHASING POTENTIAL

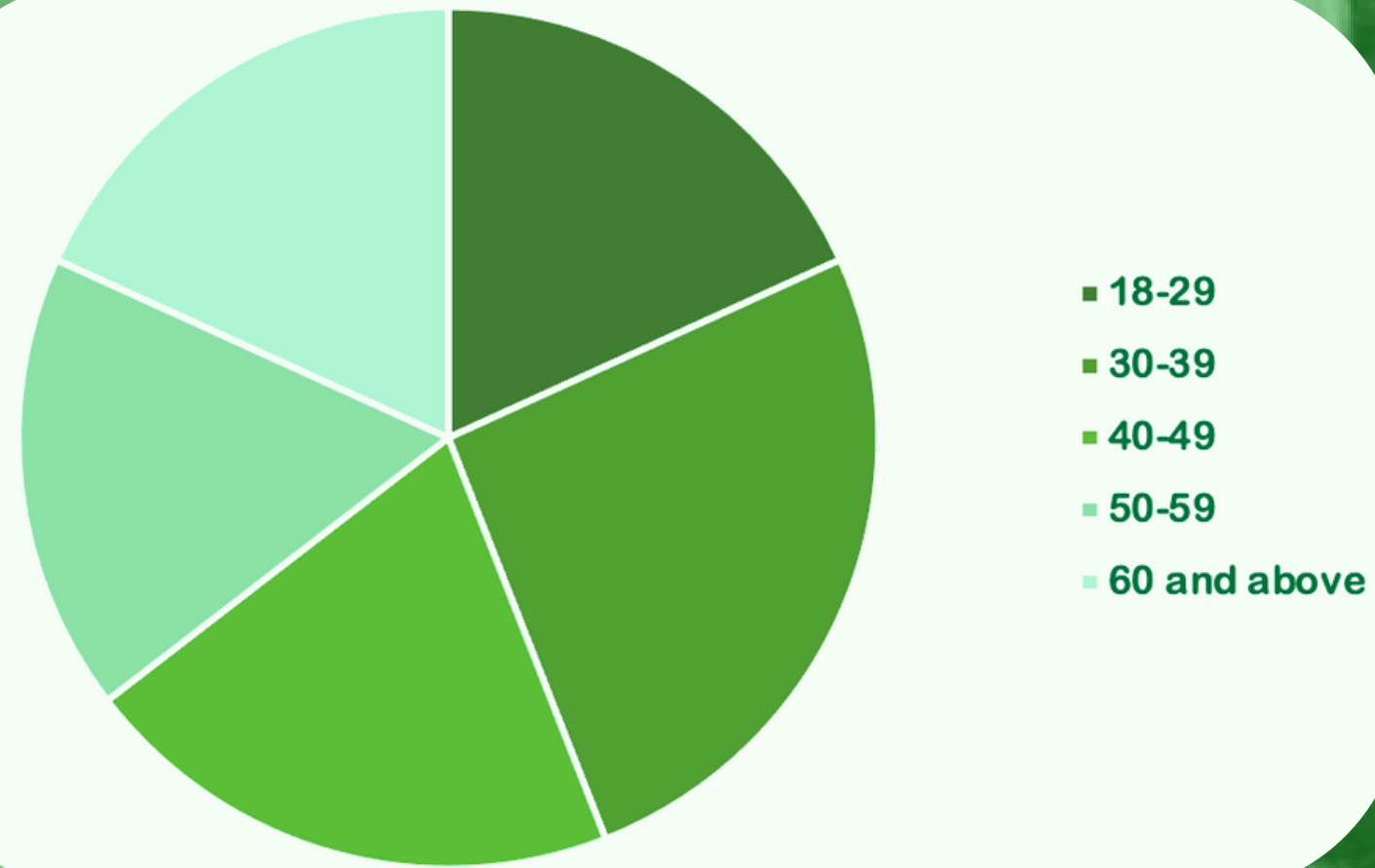
H7: CELEBRITY AND BRAND COLLABORATIONS CREATE POSITIVE OPINIONS

**H8: PEOPLE WHO BUY SHOES LESS FREQUENTLY ARE WILLING TO
SPEND MORE ON A PAIR OF SHOES**

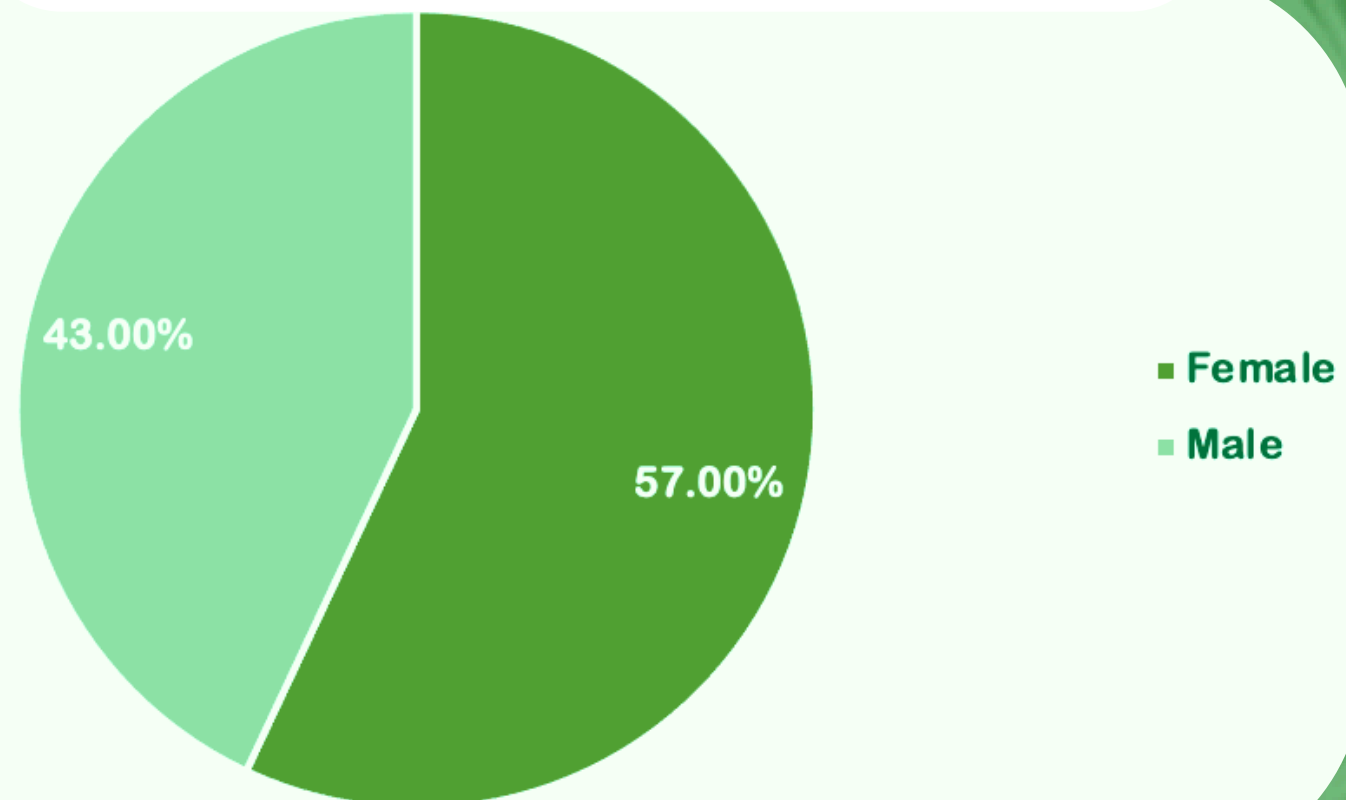
H9: GENDER INFLUENCES PURCHASING POTENTIAL

HYPOTHESES

RESPONDENT AGES



RESPONDENT GENDER

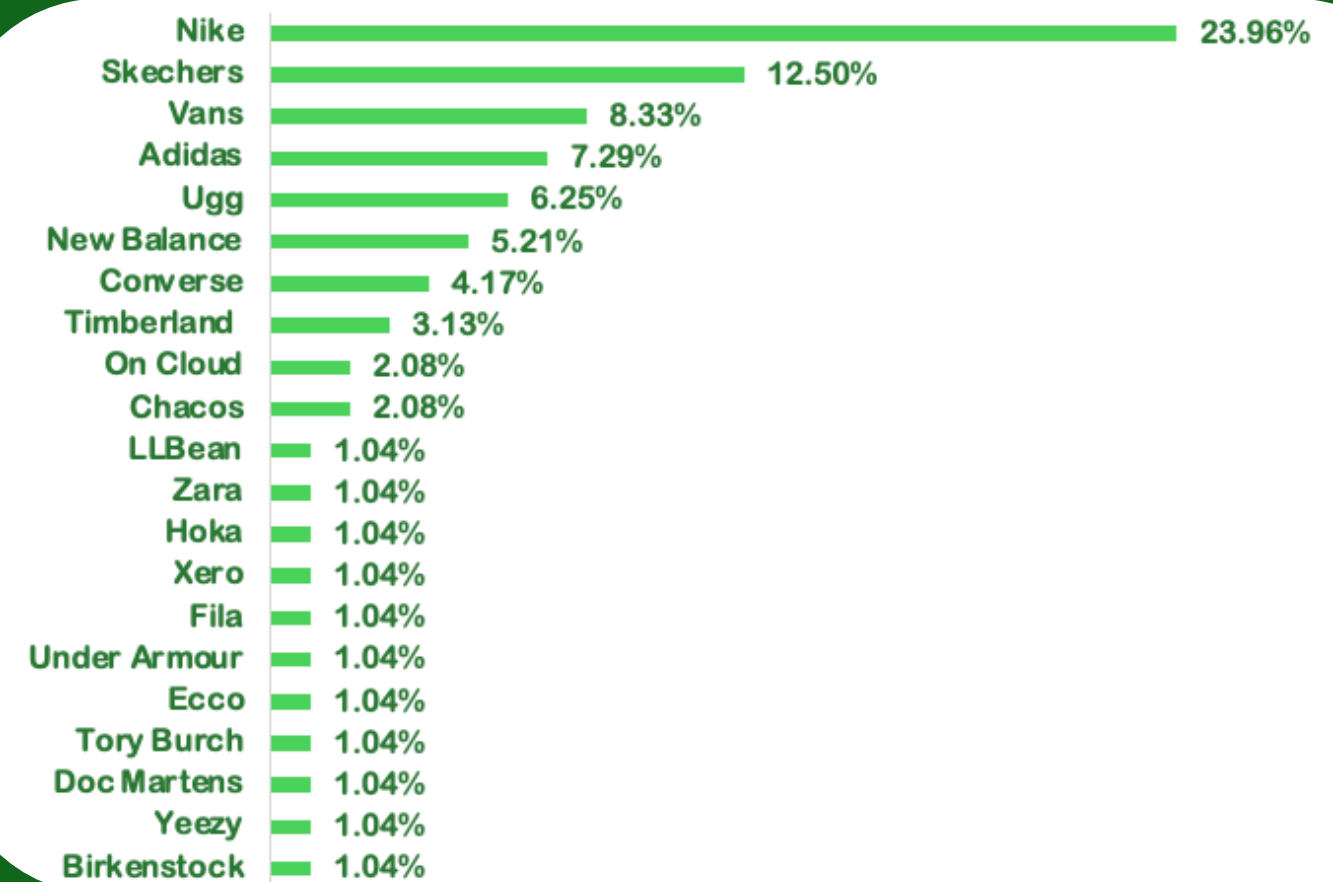


- Conducted through Qualtrics
- Received 99 usable responses by using Prolific
- Cleaned data by standardizing written responses and omitting low effort responses

INDUSTRY IMPRESSION



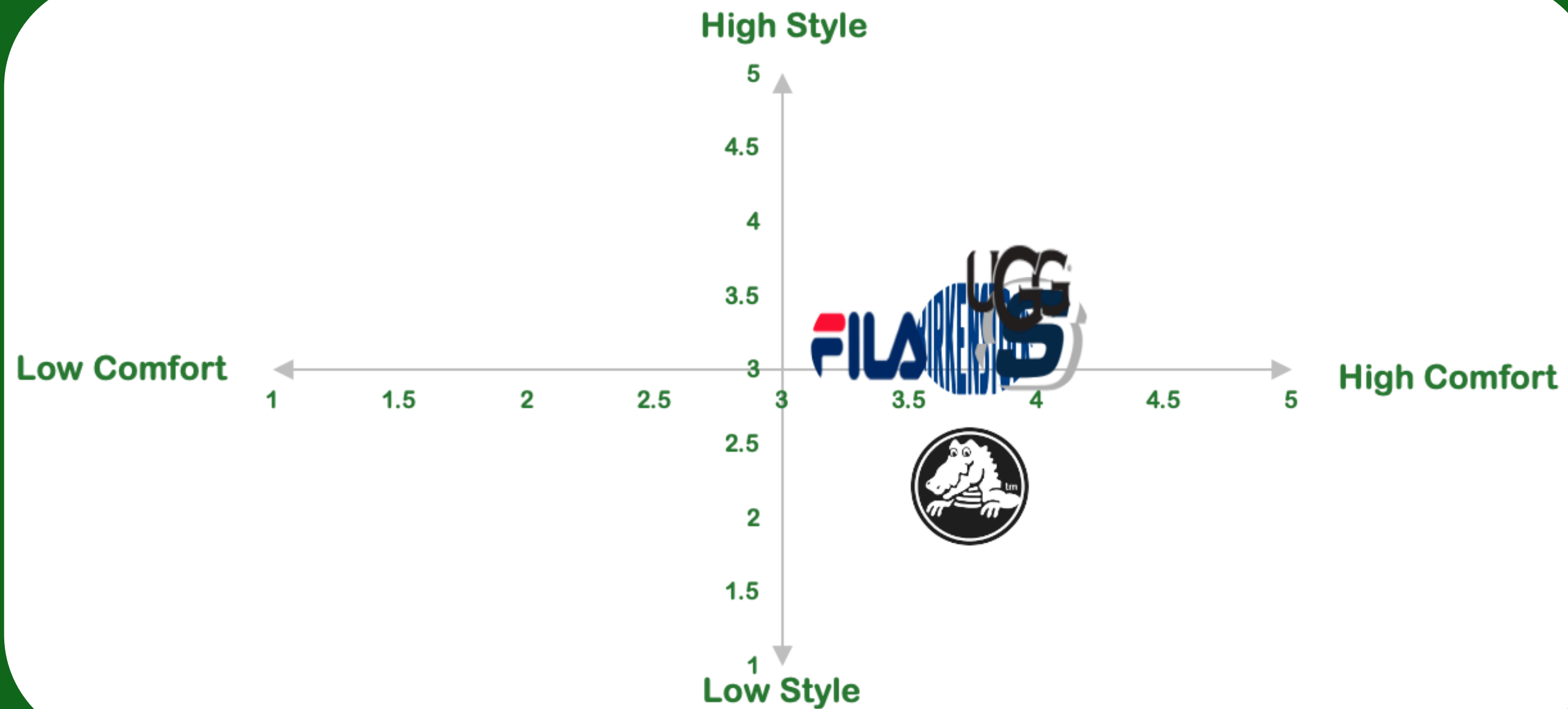
FAVORITE FEATURES



TOP OF MIND BRAND

Shoe industry: \$400 billion globally

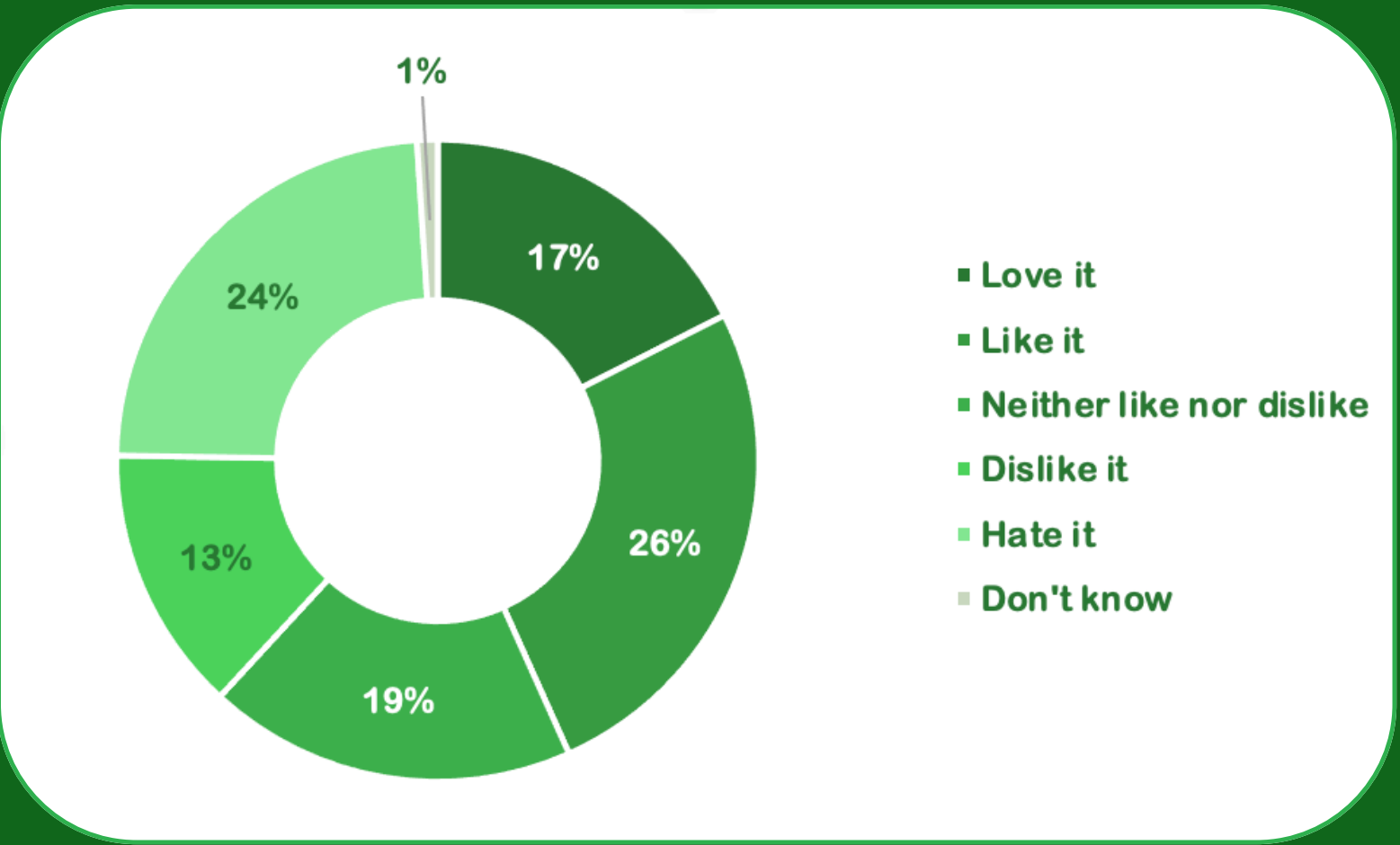
BRAND POSITIONING



BRAND IMPRESSION



OPINIONS



LIKABILITY



H1: COMFORT POSITIVELY INFLUENCES BRAND LOVE



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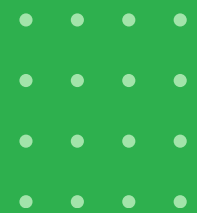
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**H8: PEOPLE WHO BUY SHOES LESS FREQUENTLY ARE WILLING TO
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H9: GENDER INFLUENCES PURCHASING POTENTIAL



Check shows significance of less than 0.05 across all brands studied

RESULTS



THANK YOU!

