

INTRODUCTION

Footwear has always played a crucial role in human life, not only as a basic necessity but also as an important aspect of comfort, fashion, and functionality. Over time, the footwear industry has evolved significantly, incorporating advanced materials, ergonomic designs, and innovative technologies to meet the changing needs of consumers. The global footwear market caters to a wide range of preferences, from formal shoes and athletic sneakers to casual sandals and specialized footwear for medical or occupational use. Among the leading brands, Crocs has gained immense popularity due to its unique design, lightweight construction, and superior comfort. Made from Croslite™, a proprietary resin material, Crocs footwear is designed to provide excellent cushioning, water resistance, and durability, making it an ideal choice for various settings, including everyday wear, professional use, and outdoor activities. The brand has successfully positioned itself as a symbol of comfort and convenience, appealing to diverse customer segments across different age groups. In addition to its functional benefits, Crocs has also embraced customization through Jibbitz charms, allowing customers to personalize their footwear according to their preferences and style.

Customer satisfaction is a key factor in determining the success and long-term sustainability of any brand in today's competitive market. It is a direct reflection of how well a product meets or exceeds consumer expectations in terms of quality, comfort, durability, design, and value for money. In the case of Crocs, customer satisfaction is influenced by multiple factors, including the brand's reputation, affordability, variety of styles, and the overall shopping experience. A high level of customer satisfaction often translates into brand loyalty, repeat purchases, and positive word-of-mouth recommendations, all of which contribute to business growth. Conversely, dissatisfaction can lead to negative feedback, decreased customer retention, and a decline in sales. As consumer preferences continue to evolve, footwear brands must actively listen to customer feedback, address concerns, and continuously improve their products and services to maintain a competitive edge. Understanding the various aspects that impact customer satisfaction, such as comfort, price perception, and

durability, is essential for any company looking to strengthen its market presence and build lasting relationships with consumers.

STATEMENT OF THE PROBLEM

Footwear plays a crucial role in ensuring comfort, functionality, and style for consumers, with brands like Crocs gaining popularity for their lightweight and durable design. However, despite its growing market presence, customer satisfaction with Crocs footwear varies based on factors such as comfort, durability, price, and brand perception. In Azhikode Panchayat, consumer preferences and purchasing behavior may differ due to local market conditions, awareness, and promotional strategies. This study aims to analyze the key factors influencing customer satisfaction with Crocs footwear, assess the impact of advertisements on purchasing decisions, and evaluate how product features affect consumer preferences.

OBJECTIVES OF THE STUDY

- To study the factors influencing customers to prefer Crocs footwear.
- To identify the level of satisfaction with the usage of Crocs footwear.
- To examine how advertisements influence the purchase decisions of Crocs footwear.
- To analyze customer perceptions of the quality, comfort, and durability of Crocs footwear.
- To suggest strategies to improve customer satisfaction

SCOPE OF THE STUDY

This study focuses on customer satisfaction with Crocs footwear in Azhikode Panchayat, analyzing factors like comfort, durability, price, and brand perception. It also examines the influence of advertisements on purchasing decisions. The research is limited to responses from local customers and does not cover other footwear brands. The findings will help understand consumer preferences and suggest ways to improve customer satisfaction and brand loyalty in the region.

LIMITATIONS OF THE STUDY

- The study is limited to 100
- The research was conducted within a short time frame, which may affect data accuracy.
- Responses may be influenced by individual preferences or opinions.

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