



STUDY OF PENETRATIONS OF CRUSOE INTO INDIAN SPORTSWEAR

Shyam Aadharsh S M¹ and Dr. V. Hari Krishnan²

Department of Commerce, Sri Krishna Adithya College Of Arts And Science, Coimbatore, Tamil Nadu India^{1,2}

Abstract: This study focuses on analyzing the penetration of Crusoe into the Indian sportswear market. The research aims to understand market trends, consumer preferences, and the strategies adopted by Crusoe to establish its presence in a highly competitive industry. The study also evaluates brand awareness, customer perception, and the key factors influencing purchasing decisions such as quality, price, design, comfort, and availability. The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire from 100 respondents across India using random sampling techniques. Secondary data was gathered from various reports, articles, and online sources. The analysis highlights that although Crusoe has achieved moderate brand awareness, a significant gap exists between awareness and actual product usage. Findings reveal that consumers highly value quality and durability, and Crusoe is positively perceived in these aspects. However, limited advertising, low visibility in local stores, and restricted distribution have affected its market penetration. Most consumers prefer purchasing sportswear from exclusive outlets and within a mid-range price category. The study concludes that Crusoe has strong potential in the Indian sportswear market but needs to improve its marketing strategies, expand distribution channels, and enhance brand visibility. By focusing on customer preferences and strengthening promotional efforts, Crusoe can increase its market share and achieve sustainable growth.

Keywords: Sportswear Market, Brand Penetration, Consumer Behavior, Brand Awareness Purchase Decision.

1. INTRODUCTION

Crusoe Innerwear is an Indian innerwear brand known for manufacturing and selling men's undergarments such as briefs, vests, trunks, and related clothing products. The brand focuses on providing comfortable, durable, and affordable innerwear designed for everyday use. Crusoe Innerwear emphasizes quality fabric, proper fit, and modern designs to meet the changing preferences of customers. The company aims to combine comfort with style, offering products suitable for different age groups and lifestyles. It distributes its products through retail stores and various clothing outlets across India, making them accessible to a wide consumer base. The brand operates in the competitive innerwear market, where factors like product quality, pricing, brand image, and customer satisfaction play an important role in attracting and retaining customers. Crusoe Innerwear is a growing Indian innerwear brand that focuses on providing high-quality, comfortable, and affordable undergarments for men. The brand is designed to meet the daily clothing needs of customers by offering products that combine softness, durability, and modern styling. With increasing awareness about comfort and hygiene, innerwear has become an important part of fashion and personal lifestyle, and Crusoe aims to deliver products that match these expectations.

In addition, changing fashion trends, increasing disposable income, and rising demand for branded innerwear have created opportunities for brands like Crusoe to expand their market presence. By maintaining quality standards and understanding customer preferences, Crusoe Innerwear aims to strengthen its position in the innerwear market.

OBJECTIVES

- To analyze the Indian sportswear market structure and understand current trends, customer preferences, and demand patterns influencing brand penetration.
- To examine the market entry strategies adopted by Crusoe, including pricing, promotion, distribution channels, and product positioning.
- To evaluate the brand awareness and customer perception of Crusoe among Indian consumers.

2. LITERATURE REVIEW

Kumar & Kanchan (2019) — Purchasing Criteria for Apparels. Kumar and Kanchan identify that Indian consumers prioritize style, design, and quality over brand name in apparel choices. Their findings show apparel preferences that can be extrapolated to active and sportswear selections. Baber (2019) — Religiosity & Sports Apparel Buying Baber concludes that religiosity does not significantly influence sports apparel purchases among Muslim Indians. The

research highlights how even culturally specific subsegments behave similarly to general consumers in the sportswear segment. Rajput, Kesharwani & Khanna (2012) — Female Buying Behaviour in Apparel Examines female apparel buyer preferences, indicating that price, fit and income influence purchase decisions more than status or durability in branded clothing contexts. These insights are applicable to the sportswear consumer segment. Kumar (2019) — Consumer Preference for Private Label Brands Studies differences between private label and global brands in Indian apparel retail. Explains how price–quality tradeoffs and satisfaction expectations guide consumer choice — relevant to sportswear brand penetration strategies. Wilfling et al. (2022) — Consumer Expectations of Clothing Comfort. Explores how Indian consumers perceive comfort in clothing and its impact on satisfaction and repeat purchase behaviour — key for apparel and activewear product design. G Varshneya (2022) — Indian Consumer Fashion Behaviour. Analyzes how lifestyle segmentation and consumer feedback affect retailer strategies and product customization in fashion, applicable for sportswear market strategies. J Wilfling (2019) — The Power of Brand Passion in Sports Apparel.

Investigates how psychological connection and brand passion influence consumers’ loyalty to sports apparel brands, offering theoretical direction for penetration efforts. Sree & Kavitha (2024) — Demographic Influences on Clothing Purchases. Examines how age, gender, and income affect clothing choices, guiding segmentation strategies for targeted activewear marketing.

3. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the penetration of Crusoe in the Indian sportswear market and to understand consumer behavior, preferences, and perceptions. The research is based on both primary and secondary data sources to ensure a comprehensive analysis of the subject. Primary data was collected through a structured questionnaire designed to gather

information on consumer awareness, purchasing habits, brand perception, and factors influencing buying decisions. The questionnaire included both closed-ended and multiple-choice questions, making it easier to quantify and analyze the responses. A sample size of 100 respondents was selected for the study, representing different demographic variables such as age, gender, income, occupation, and education. The sampling technique used in this research is random sampling, which helps in reducing bias and ensures that each individual has an equal chance of being selected.

4. DATA ANALYSIS

TABLE NO: 4.1
 AGE OF RESPONDENTS

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	18-25	32	32%
2	26-35	21	21%
3	36-45	26	26%
4	Above 45	19	19%
	TOTAL	100	100%

The chart shows that the majority of respondents belong to the 18–25 age group, accounting for 32.06%, indicating a strong youth presence. The 36–45 age group is the second largest segment with 26.72%, reflecting a significant middle-aged participation. Respondents aged 26–35 contribute 21.37%, showing moderate representation in the study. The above 45 age group forms the smallest share at 19.85%.

TABLE NO: 4.2
 GENDER OF RESPONDENTS

GENDER	NO RESPONDENTS	PERCENTAGE
MALE	45	45%
FEMALE	55	55%
TOTAL	100	100%

The chart indicates that 55% of the respondents are male, forming the majority of the sample. Female respondents account for 45%, showing a slightly lower but still significant representation.

TABLE NO 4.3
HOW OFTEN DO YOU PURCHASE

HOW OFTEN DO YOU PURCHASE	NO OF RESPONDENTS	PERCENTAGE
Weekly	17	17%
MONTHLY	34	34%
QUATERLY	19	19%
RARELY	28	28%
TOTAL	100	100%

The chart shows that the highest proportion of respondents (34.4%) make purchases quarterly, indicating a preference for less frequent buying. A significant 28.2% of respondents purchase rarely, suggesting cautious or need-based buying behavior. Monthly purchases account for 19.8%. Weekly purchases are the least common at 17.6%, indicating fewer frequent buyers.

TABLE NO: 4.4
AWARE OF CRUSEO

AWARE OF CRUSE	NO RESPONDENTS	PERCENTAGE
YES	45	45%
NO	55	55%
TOTAL	100	100%

The chart shows that 55% of respondents are aware of Crusoe as a sportswear brand. Meanwhile, 45% of respondents are not aware of the brand, indicating a significant awareness gap. The results suggest that while a slight majority recognizes the brand, overall awareness is not very high.

5. RESULT AND DISCUSSION

The results of the study indicate that Crusoe has achieved a moderate level of penetration in the Indian sportswear market, with stronger recognition among younger consumers, particularly those aged 18–25. The gender distribution of respondents is relatively balanced, which provides a fair representation of consumer opinions. However, despite a reasonable level of awareness, a significant portion of respondents have not purchased or used Crusoe products, highlighting a clear gap between brand awareness and actual consumer adoption.

The findings show that most consumers purchase sportswear on a quarterly or occasional basis, suggesting that buying behavior is need-based rather than frequent. In terms of brand perception, Crusoe is strongly associated with quality and durability, which are the most valued attributes among respondents. This indicates that the brand has successfully positioned itself as a reliable and functional choice in the minds of consumers. However, attributes such as style and pricing receive comparatively less emphasis, suggesting areas where the brand can improve.