



Analyzing The Influence Of Product Quality On Brand Loyalty: A Study In Crocs Consumers In Coimbatore City

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Abstract

This study examines the relationship between product quality and brand loyalty among Crocs consumers in Coimbatore. Using a structured questionnaire administered to 122 respondents, the study explores how factors such as durability, comfort, material quality, and design aesthetics influence consumer perceptions and loyalty. The findings reveal that durability and brand reputation are primary drivers of repeat purchases. The research underscores the role of consistent product quality in sustaining brand trust and offers actionable strategies for enhancing consumer satisfaction.

Introduction

Crocs, these characteristics have a direct impact on repeat purchase and word-of-mouth.

This research investigates the effect of product quality on brand loyalty among consumers of Crocs. Through the examination of customer attitudes and experiences, it seeks to offer practical insights to enable Crocs to improve its products, deepen customer connections, and maintain its market leadership through product superiority

OBJECTIVE OF THE STUDY

- To measure the extent of brand loyalty of Crocs customers in Coimbatore City.
- To analyze the most important product quality attributes (e.g., durability, comfort, material, design, price) that drive consumer preference for Crocs.
- To examine the correlation between product quality and customer satisfaction in the case of Crocs shoes.

NEED FOR THE STUDY

Knowing how product quality affects brand loyalty gives Crocs insights on how to keep a competitive advantage in the shoe industry. By providing high quality products, Crocs can differentiate itself from others and attract and retain loyal customers.

SCOPE OF STUDY

More studies may investigate the particular dimensions of product quality that affect consumer brand loyalty towards Crocs, including durability, comfort, style, and value for money perceived. Moreover, carrying out longitudinal studies to monitor brand loyalty shifts over time and studying the effect of various marketing efforts or interventions on consumer attitudes and loyalty would yield useful insights. Additionally, comparative research might be undertaken to measure the level of product quality and brand affinity in Crocs in comparison with others in the shoe industry.

LIMITATION OF THE STUDY

One of the potential limitations might be the generalizability of the results, in that the research might be targeting a certain demographic or geographic location, which restricts its applicability to other locations or demographics. Another limitation might be that the research is dependent on consumers' self-reports, which can generate bias or error in the responses. Also, external variables like marketing efforts or economic conditions may have an impact on the brand loyalty, which might not be entirely captured through the research.

Literature Review

Tunahan (2023) and Suhendi (2021) identify that higher customer satisfaction and service quality have a direct linkage to more powerful brand loyalty.

Uripto (2023) points out that brand image, promotion, and product quality determine purchase decisions based on consumer trust.

Dewi (2022) and Lai (2019) established that perceived product quality, together with product style and brand image, play an important role in influencing brand loyalty among footwear companies.

Tjahjaningsih (2020) and Siali (2016) demonstrate that product variety and high brand equity enhance customer satisfaction and repeat buying.

Research also shows that successful marketing and branding strategies, including those presented by Mahdi (2015) and Sawant (2012), strengthen brand image and customer retention.

Research Methodology

A quantitative research design was utilized involving a structured questionnaire administered to 122 Crocs consumers in Coimbatore. Stratified random sampling provided a representative respondent base. Data were analyzed via simple percentage analysis to determine important trends and findings. Variables measured were usage patterns, satisfaction, product quality perception, and repurchase intention.

DATA ANALYSIS HIGHLIGHTS

Table 1: Would repurchase crocs in the future?

Particulars	No. of respondents	Percentage (%)
Definitely	30	24.6
Probably	74	60.7
No	18	14.8
Total	122	100

Interpretation:

From the above table, out of 122 respondents, 24.6% of the respondents would definitely repurchase crocs, 60.7% would probably repurchase, and 14.8% of the respondents said they would not.

From this information, most of the respondents will likely to buy again, while fewest number of respondents will not buy again crocs.

Table 2: Factor influencing purchase decision

Particulars	No. of respondents	Percentage (%)
Comfort	26	21.3
Durability	40	32.8
Material quality	30	24.6
Design & Aesthetic	16	13.1
Pricing	10	8.2
TOTAL	122	100

Interpretation:

From the above table, 21.3% of the respondents view comfort as a key driver of their purchase decision, 32.8% value durability, 24.6% value material quality, 13.1 Design & Aesthetic and 8.2% Pricing.

Based on this information, the majority of the respondents regard durability as the most critical consideration when buying crocs shoes.

Table 3: Satisfaction level with Crocs Footwear

Particulars	No. Of respondents	Percentage (%)
Very satisfied	22	18.0
Satisfied	52	42.6
Neutral	30	24.6
Dissatisfied	14	11.5
Very dissatisfied	4	3.2
Total	122	100

Interpretation:

We see from the given table that of the 122 responses, 18% respondents are very satisfied, 42.6% are satisfied, 24.6% are neutral, 11.5% are dissatisfied, and 3.2% are very dissatisfied.

The majority of the respondents are contented, while the lowest are extremely dissatisfied.

Key Findings

Demographics: 39.3% of the respondents are between the ages of 18–25, with 62.3% being female and 36% being students.

Purchase Behavior: 54.1% of consumers purchase Crocs annually, and 39.3% have worn them for less than a year.

Brand Preference: 39.3% prefer Crocs to other brands, showing a high preference for the brand.

Repurchase Intention: A high 60.7% of the respondents are likely to repurchase Crocs.

Product Priorities: Durability (32.8%) leads purchase considerations, followed by material quality and comfort.

User Experience: Although 49.2% of users consider Crocs effective to some degree and 42.6% are satisfied, 37.7% complained of discomfort after extended wear.

Motivation to Buy: Brand reputation is the primary motivator (44.3%) to buy Crocs.

Suggestions

In order to enhance customer satisfaction, it is critical to pay attention to making your product or service more comfortable and durable. When customers feel more comfortable and discover that the product or service lasts longer, it enhances their overall satisfaction and makes them more likely to purchase again. Additionally, applying focused marketing efforts that highlight your brand reputation can build more customer trust and loyalty.

An established good brand image inspires customers to not just come back but also to refer your products to others. Moreover, seeking opportunities to make customers use the product or service more often can make the customer's bond stronger with your company. By getting the experience more rewarding, more engaging, or more convenient, you can make the customers interact more and, in turn, result in greater customer retention and long-term business success.

Conclusion

The survey provides significant insights into the target market's features, usage behavior, and improvement areas of the product or service. Based on this analysis, companies can gain a better understanding of customer priorities—whether it's functionality, convenience, or the general user experience.

Tackling these segments not only aligns offerings with customer demand but also builds satisfaction and loyalty. A strategic, customer-driven approach ensures companies remain attuned to changing needs, converting satisfied users into loyal brand champions.

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