

# A Study on The Effect of Product Quality on Consumer Brand Loyalty Towards Crocs with Reference to Coimbatore

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## Abstract

In today's competitive market, product quality has become a key determinant in influencing consumer behavior and fostering brand loyalty. This study aims to explore the relationship between product quality and consumer brand loyalty towards Crocs, with a specific focus on consumers in Coimbatore. Through a structured questionnaire distributed to a sample population in the city, data was collected and analyzed to assess how factors such as durability, comfort, design, material quality, and perceived value contribute to consumer satisfaction and repeat purchases. The findings indicate a strong positive correlation between high product quality and increased brand loyalty, suggesting that consumers who perceive Crocs as high-quality footwear are more likely to exhibit loyal purchasing behavior. The study underscores the importance for brands like Crocs to maintain and enhance product quality to sustain customer retention and expand their market share. These insights can aid marketers and business strategists in shaping effective branding and quality assurance practices.

**Key Wrods:** Product quality, Brand Loyalty, Consumer Behavior, Customer Satisfaction, Purchase Intention.

## Introduction

In today's fiercely competitive market, brand loyalty stands as a cornerstone of sustained success for companies across industries. Within the footwear sector, Crocs has emerged as a distinctive brand, celebrated for its innovative designs and unparalleled comfort. As Crocs continues to navigate the dynamic landscape of consumer preferences and purchasing behaviors, understanding the impact of product quality on consumer brand loyalty is essential for maintaining a loyal customer base and fostering enduring relationships.

Crocs has established itself as a frontrunner in the footwear industry, captivating consumers with its iconic clog-style shoes and a diverse range of footwear options suited to various lifestyles. However, in an era characterized by an abundance of choices, ensuring consistent product quality is imperative for preserving and nurturing brand loyalty among consumers.

Product quality serves as a fundamental determinant of consumer perceptions and preferences, influencing their propensity to remain loyal to a brand over time. the case of Crocs, the quality of its footwear products, encompassing comfort, materials, and design aesthetics, plays a pivotal role in shaping consumers' perceptions of the brand and their likelihood of repeat purchases and brand advocacy.

This introduction sets the stage for an exploration into the nuanced relationship between product quality and consumer brand loyalty towards Crocs footwear products. By examining the factors that underpin brand loyalty and assessing the impact of product quality on consumer perceptions and behaviors, this research seeks to elucidate the pathways through which Crocs can bolster brand loyalty and fortify its position in the marketplace.

This study aims to investigate the effect of product quality on consumer brand loyalty towards Crocs in Coimbatore, focusing on aspects like durability, comfort, design, and price. By analyzing the relationship between these factors, the study seeks to offer valuable recommendations for Crocs to strengthen its market position in Coimbatore, enhance customer satisfaction, and foster long-term brand loyalty in this growing market.

## Statement of Problems

The problem addressed in this study is to explore the influence of product quality on consumer brand loyalty towards Crocs, specifically in Coimbatore. Crocs, a globally recognized brand known for its unique footwear design, has garnered significant attention due to its comfort, durability, and distinctive appeal. However, the degree to which product quality affects consumer loyalty within a specific regional context like Coimbatore remains largely underexplored. As consumer preferences and buying behaviors vary across regions, it becomes essential to investigate how residents of Coimbatore perceive the quality of Crocs products, which include factors such as comfort, style, durability, and value for money. The key issue lies in understanding how these perceptions of quality influence their attachment to the brand, repeat purchase intentions, and overall loyalty. Given the competitive footwear market in Coimbatore, which consists of both international and local brands, the study aims to understand how Crocs compares to its competitors in terms of product quality and how it impacts consumer decisions. Moreover, regional cultural nuances and economic factors in Coimbatore may also influence brand preferences and purchasing behavior, making it crucial to account for these variables in assessing brand loyalty. This study seeks to fill the gap in understanding the relationship between product quality and brand loyalty towards Crocs, providing valuable insights that could help the brand refine its strategies to improve customer retention, enhance brand perception, and strengthen its position in the Coimbatore market.

## Objectives of the Study

- To identify the effect of product quality on consumer brand loyalty towards crocs.
- To identify the customer satisfaction products offered by crocs.
- To identify the purchase intention of consumer of a crocs.
- To study the factor affecting reputation among consumer of a crocs.
- To explore the factor resulting into brand quality of crocs.

## Scope of the Study

Further research could explore the specific aspects of product quality that impact consumer brand loyalty towards Crocs, such as durability, comfort, design, and perceived value for money. Additionally, conducting longitudinal studies to track changes in brand loyalty over time and examining the role of different marketing strategies or interventions on consumer perceptions and loyalty could provide valuable insights. Furthermore, comparative studies could be conducted to assess how Crocs' product quality and brand loyalty compare to competitors in the footwear industry.

## Research Methodology

- A sample of 120 respondents were taken on the basis of convenience.
- Data's used in this study was primary data

## Limitations of Study

- 1. Geographical Limitation:** The study is limited to the Coimbatore region, which may not fully represent consumer behavior across different regions or countries. The findings may not be generalizable to other areas with different consumer profiles.
- 2. Sample Size:** The study may have a limited sample size, which can impact the reliability and validity of the results. A small sample may not accurately represent the entire population of Crocs consumers in Coimbatore.
- 3. Respondent Bias:** Consumer opinions may be influenced by personal preferences, perceptions, or biases, which could affect the accuracy of the data collected. Respondents may not always provide honest or objective responses.
- 4. Time Constraint:** A limited time frame for data collection might result in insufficient depth of analysis or an incomplete understanding of how product quality influences brand loyalty over the long term.
- 5. Focus on a Single Brand:** The study focuses solely on Crocs, which means it may not consider other brands within the same product category, limiting the ability to compare how product quality impacts loyalty across multiple brands.

## Review of Literature

**Meredith E David (2014)** - This study provides a theoretical foundation for researchers to examine mission statements from a customer perspective, although historically these statements have been used almost exclusively in a management context. This study marries the mission statement and customer satisfaction literatures, creating a fruitful new area for marketing research and practice. The new approach will hopefully enable mission statements to finally, after thirty years of management research, accomplish their mission as a core part of marketing strategy.

**Fadilah Siali (2016)** - Footwear has immense effects on the fashion industry and goes beyond fashion to cater to other functions such as sports, office, urban streets and technical outdoor. The objective of the study is to discover the relationship between brand equity and consumer purchase decision in an international brand of footwear. The results suggest a noteworthy relationship between brand equity and purchase decision and the most significant determinant of brand equity is perceived quality. Hence, sustainable brand equity is significantly associated with consumer purchase decision in an international brand of footwear.

**Ruixia Lai (2019)** - This study aims to determine if the factors affecting brand loyalty in the footwear industry are moderated by generational cohorts. The results indicate that four of the predetermined antecedents, product quality, product style, brand image, and store environment significantly influence brand loyalty in the Malaysian footwear industry.

**Didi Suhendi (2021)** - This research is motivated by the importance of maintaining customer loyalty for the survival of the company. This study aims to determine and analyse customer satisfaction and product quality as keys to increasing customer loyalty. The results of this study indicate that there is a positive effect of service quality on customer loyalty and there is a positive effect of product quality on customer loyalty. In addition, simultaneously that there is a positive effect of service quality and product quality on customer loyalty.

## Analysis and Interpretation of Data

**Table No. 1**

**Satisfaction Level with Comfort Provided by Crocs**

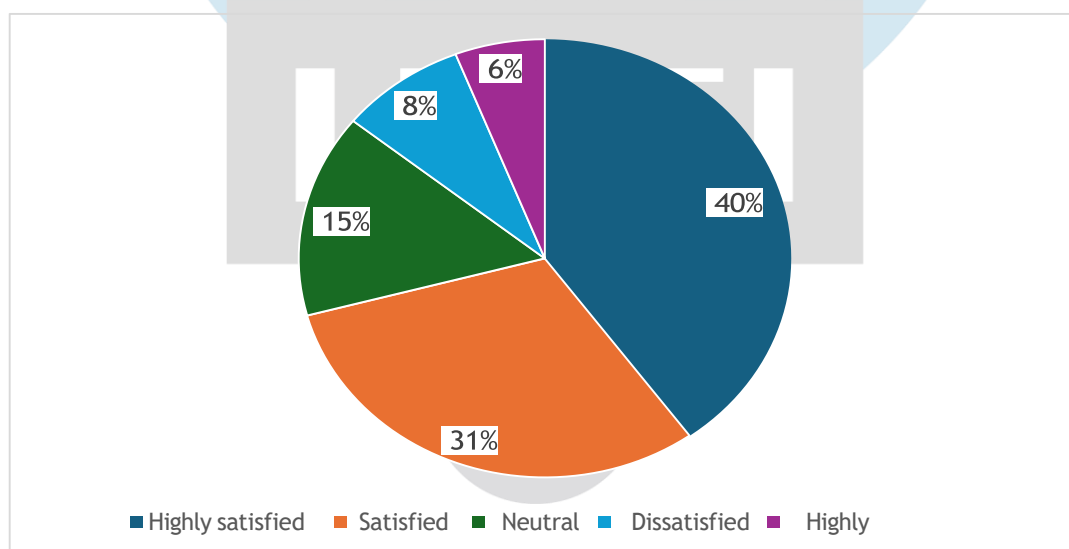
Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	48	40.0%
Satisfied	37	30.8%
Neutral	18	15.0%
Dissatisfied	10	8.3%
Highly Dissatisfied	7	5.9%
<b>Total</b>	<b>120</b>	<b>100%</b>

### Interpretation:

A significant portion of respondents (40.0%) are highly satisfied with the comfort provided by Crocs, while 30.8% are satisfied, indicating that the majority of consumers appreciate the brand's comfort. About 15.0% of respondents are neutral, suggesting that they have no strong opinion on the comfort factor. A smaller group, 8.3%, expressed dissatisfaction, and only 5.9% are highly dissatisfied. These results highlight that Crocs has successfully positioned itself as a comfortable footwear brand, with very few customers experiencing discomfort.

**Chart No: 1**

**Satisfaction Level with Comfort Provided by Crocs**



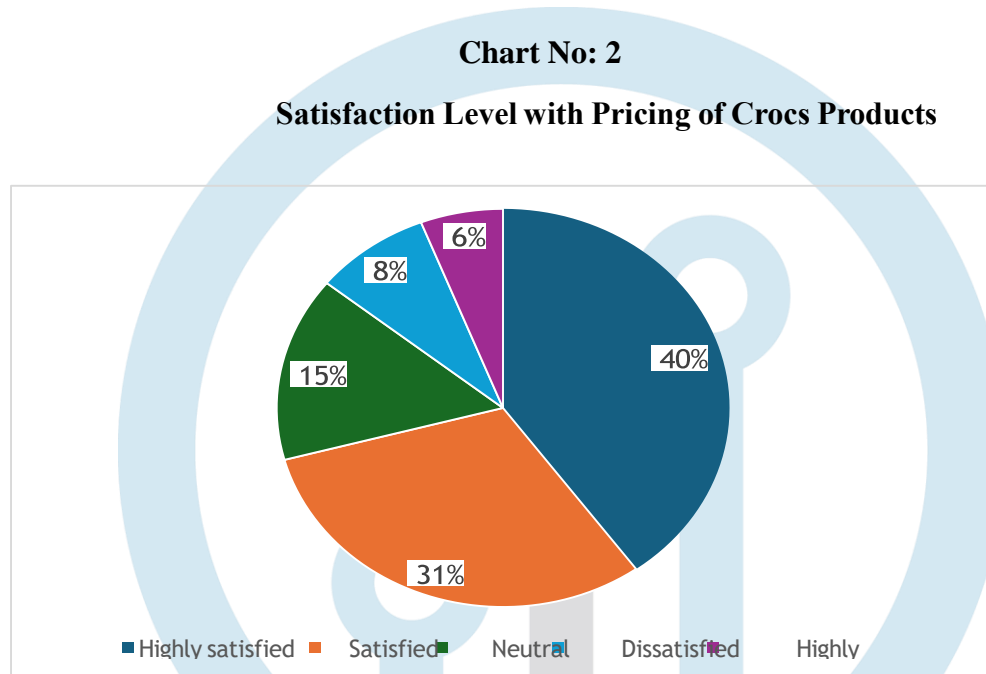
**Table No:2**

**Satisfaction Level with Pricing of Crocs Products**

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	35	29.2%
Satisfied	32	26.7%
Neutral	20	16.7%
Dissatisfied	21	17.5%
Highly Dissatisfied	12	10.0%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Interpretation:**

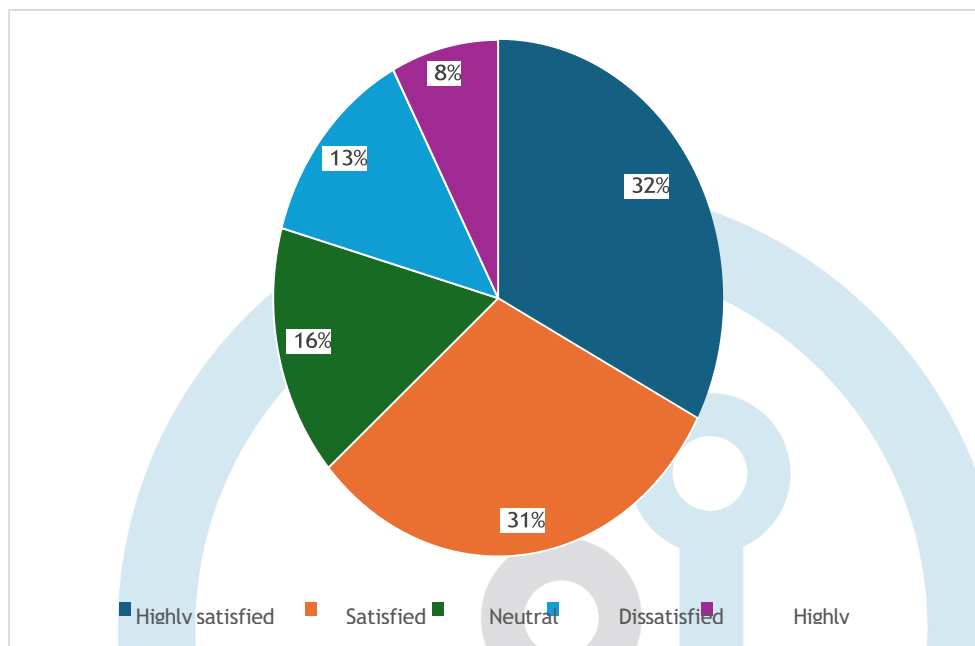
The survey reveals that 29.2% of respondents are highly satisfied with the pricing of Crocs, while 26.7% are satisfied, indicating that more than half of consumers find the pricing reasonable. However, 16.7% remain neutral, suggesting that they neither favor nor oppose the pricing. On the other hand, 17.5% of respondents are dissatisfied, and 10.0% are highly dissatisfied, reflecting concerns that Crocs may be perceived as expensive by some consumers. This suggests that while many customers accept the pricing, a segment of buyers may expect more affordability.

**Table No: 3****Satisfaction Level with Customer Service Provided by Crocs**

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	38	31.7%
Satisfied	36	30.0%
Neutral	22	18.3%
Dissatisfied	15	12.5%
Highly Dissatisfied	9	7.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Interpretation:**

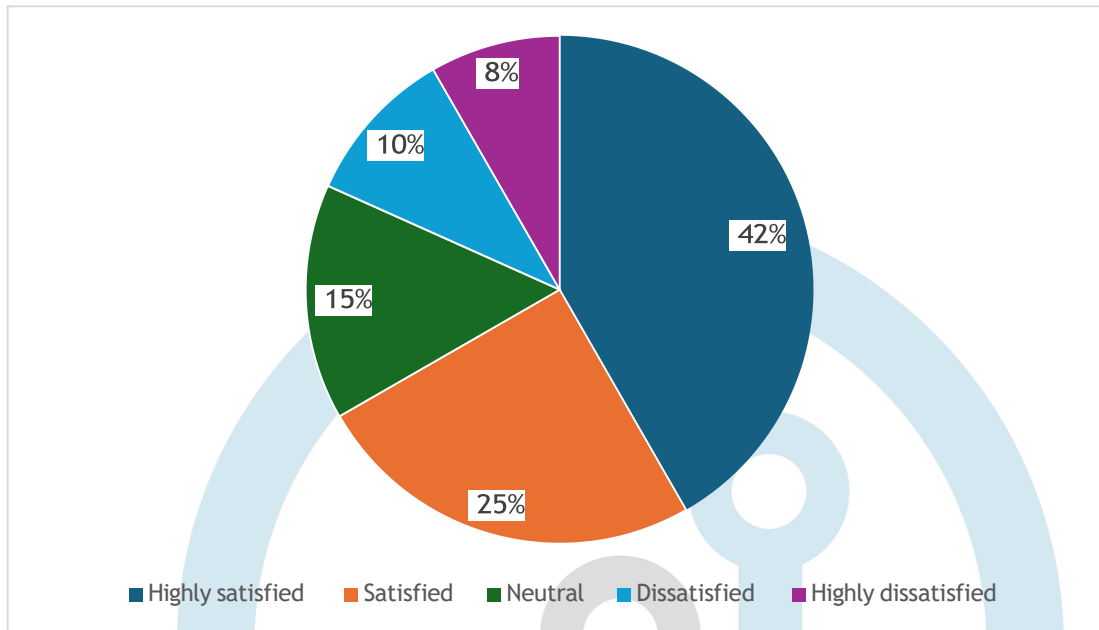
The results show that 31.7% of respondents are highly satisfied with Crocs' customer service, and 30.0% are satisfied, meaning a majority of consumers have a positive experience. Meanwhile, 18.3% remain neutral, suggesting that customer service is not a major deciding factor for them. However, 12.5% of respondents are dissatisfied, and 7.5% are highly dissatisfied, indicating that there is room for improvement in addressing customer concerns. Overall, Crocs' customer service is well-received, but efforts to enhance responsiveness and support could further improve consumer satisfaction.

**Chart No:3****Satisfaction Level with Customer Service Provided by Crocs****Table No: 4****Satisfaction Level with Crocs Product Comfort**

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	50	41.7%
Satisfied	30	25.0%
Neutral	18	15.0%
Dissatisfied	12	10.0%
Highly Dissatisfied	10	8.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Interpretation:**

The survey results indicate that 41.7% of respondents are highly satisfied, and 25.0% are satisfied with the comfort of Crocs, showing that most consumers appreciate the product's comfort level. 15.0% remain neutral, indicating that comfort may not be a major factor for them. However, 10.0% are dissatisfied, and 8.3% are highly dissatisfied, suggesting that some users may have issues with fit, support, or material. While Crocs is widely recognized for comfort, further improvements in cushioning or ergonomic design may enhance user satisfaction.

**Chart No:4****Satisfaction Level with Crocs Product Comfort****Table No:5****Satisfaction Level in Repurchasing Crocs Based on Product Quality**

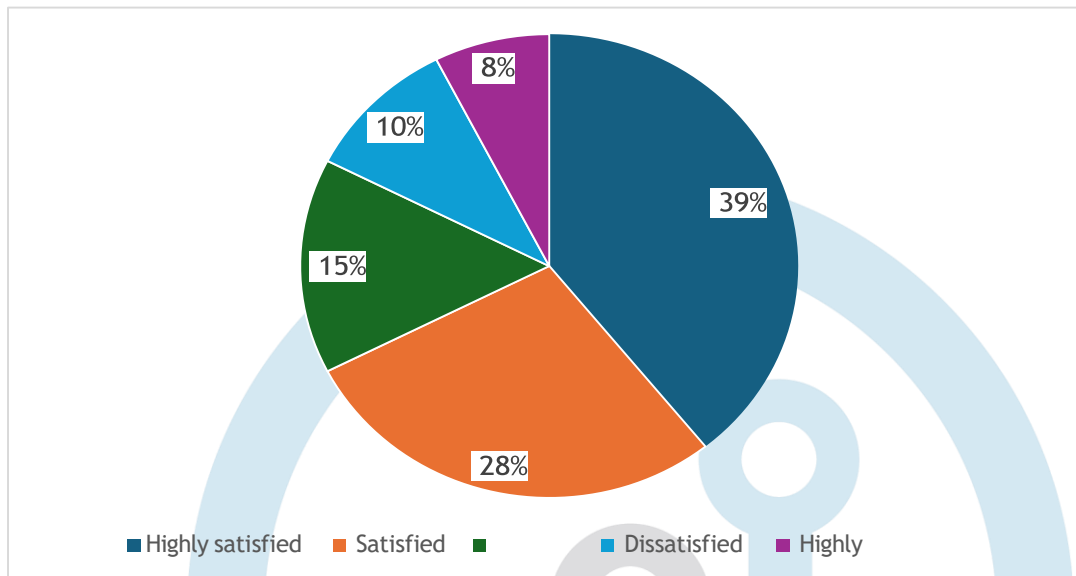
Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	47	39.2%
Satisfied	34	28.3%
Neutral	18	15.0%
Dissatisfied	12	10.0%
Highly Dissatisfied	9	7.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Interpretation:**

The survey results indicate that 39.2% of respondents are highly satisfied, and 28.3% are satisfied with the idea of repurchasing Crocs based on product quality. This suggests strong brand loyalty and consumer trust in the durability and performance of Crocs. Meanwhile, 15.0% remain neutral, indicating that their decision to repurchase may depend on factors beyond quality, such as price or new design options. However, 10.0% are dissatisfied, and 7.5% are highly dissatisfied, suggesting that some customers may have had negative experiences with durability or comfort. Addressing these concerns could further improve customer retention and brand loyalty.



Chart No: 5

**Satisfaction Level in Repurchasing Crocs Based on Product Quality****Findings**

- The majority of respondents (41.7%) consider high product quality as the primary factor contributing to their loyalty towards Crocs, followed by brand image and popularity (25.0%).
- A significant portion of respondents (43.3%) would definitely recommend Crocs to others based on its product quality, indicating strong brand advocacy.
- Around 37.5% of respondents believe that Crocs offers excellent value for money in relation to its quality, while 31.7% rate it as good value for money, reflecting overall satisfaction with the pricing.
- Nearly 45.8% of respondents strongly agree that the comfort and quality of Crocs products contribute to their loyalty to the brand, reinforcing the importance of product experience in customer retention.
- The age distribution of respondents shows a balanced mix across different age groups, indicating that Crocs appeals to a broad demographic.
- A majority of respondents (53.3%) are male, suggesting a slightly higher preference for Crocs among men in the surveyed population.
- Students form the largest occupational group among respondents, followed by self-employed individuals, showing that Crocs is particularly popular among younger and working professionals.
- The majority of respondents (65.0%) are unmarried, indicating that single individuals form a significant portion of Crocs customers.
- A large percentage of respondents (40.8%) have a monthly income below ₹15,000, suggesting that Crocs is accessible to lower-income groups despite its premium pricing.
- Around 42.5% of respondents are highly satisfied with the comfort provided by Crocs, confirming that comfort is a major selling point of the brand.
- When it comes to pricing, 38.3% of respondents are satisfied, while 21.7% are dissatisfied, indicating that pricing may be a concern for some customers.
- A significant portion of respondents (36.7%) are satisfied with Crocs' customer service, while 23.3% remain neutral, implying that service quality could be further improved.
- Around 35.0% of respondents are satisfied with the return and exchange process, but 20.0% are dissatisfied, indicating that this aspect of customer service may need enhancements.



- The majority of respondents (40.0%) are satisfied with the design of Crocs products, showing that the brand's aesthetics align well with customer expectations.
- About 42.5% of respondents are highly satisfied with the color options available in Crocs products, demonstrating that variety in color choices contributes positively to customer satisfaction.
- Comfort continues to be a strong factor, with 45.0% of respondents being highly satisfied with how well Crocs meets their comfort expectations.
- A significant number of respondents (44.2%) are highly satisfied with their overall experience and are willing to repurchase Crocs products in the future.
- Among the key factors contributing to brand loyalty, product quality ranks highest, followed by brand image, pricing, and customer reviews, showing that consumers prioritize quality over other aspects.
- While most respondents are satisfied with Crocs' quality and comfort, a small percentage (4.3%) strongly disagree that these factors contribute to their loyalty, indicating potential areas for product improvement.

## Suggestions

- Since a majority of respondents prioritize product quality and comfort, Crocs should continue innovating its materials and ergonomic designs to maintain and further strengthen brand loyalty.
- As some customers find Crocs products expensive, the brand can consider introducing seasonal discounts, loyalty programs, or affordable product lines to attract budget-conscious consumers.
- With a slightly higher male respondent ratio, Crocs can implement targeted marketing campaigns to attract more female customers by promoting stylish and functional designs suited for them.
- Since some respondents remain neutral or dissatisfied with customer service, Crocs should focus on improving responsiveness, issue resolution, and personalized support to enhance customer satisfaction.
- As a portion of respondents are dissatisfied with the return and exchange process, Crocs can streamline its policies by making them more customer-friendly, reducing processing time, and offering hassle-free returns.
- Since brand image plays a key role in customer loyalty, collaborating with influencers and brand ambassadors can help reinforce Crocs' reputation and appeal to younger audiences.
- Given that customers appreciate the color and design variety, Crocs should continue introducing trendy and seasonal collections to keep up with evolving fashion preferences.
- Although many respondents see Crocs as offering good value for money, enhancing product durability, providing better warranty policies, and communicating quality assurance more effectively can further justify its pricing.
- Since reviews influence brand loyalty, Crocs should encourage satisfied customers to share their positive experiences through testimonials, social media, and product ratings.
- Since students form the largest occupational group among respondents, Crocs can offer student discounts, campus events, and collaborations with educational institutions to strengthen its connection with younger demographics.
- To further boost engagement, Crocs can introduce customization features, allowing customers to personalize their footwear through unique colors, designs, or add-on accessories.
- Introducing reward programs where loyal customers get exclusive discounts, early access to new collections, or referral benefits can further boost repeat purchases and brand advocacy.

## Conclusion

The study on the effect of product quality on consumer brand loyalty towards Crocs in Coimbatore reveals that quality and comfort are the primary drivers of customer satisfaction and loyalty. Most respondents express high satisfaction with the comfort, durability, and design of Crocs products, which significantly influences their purchasing decisions and willingness to recommend the brand to others. While many customers appreciate the variety of colors and styles offered, some feel that the pricing could be more competitive. Customer service and return policies also emerged as areas where improvements could enhance the overall brand experience. The findings indicate that brand image, positive reviews, and promotional strategies play a crucial role in maintaining customer loyalty. Consumers who perceive Crocs as a brand that delivers value for money are more likely to repurchase and recommend the products. To sustain and further strengthen its market position, Crocs should focus on refining its pricing strategies, improving customer service, expanding design options, and enhancing brand engagement through influencer marketing and loyalty programs. By addressing these factors, Crocs can continue to build a strong and loyal customer base while expanding its reach in the footwear industry.

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