

A Study for Understanding Brand Loyalty Among Digital-Native Consumers

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Abstract: *In today's digitally-driven marketplace, brand loyalty stands as a crucial determinant of business success, particularly among the cohort of digital native consumers. This abstract delves into the imperative of comprehending the intricacies of brand loyalty within this demographic, characterized by their innate familiarity and comfort with digital technologies. With the proliferation of digital platforms and social media, digital native consumers exhibit distinct behaviors and preferences that shape their relationship with brands. This study aims to unravel the underlying drivers, challenges, and opportunities influencing brand loyalty among digital native consumers. Through a comprehensive exploration of relevant literature, empirical analysis, and theoretical frameworks, this research endeavors to shed light on the factors contributing to brand loyalty in the digital age. Insights garnered from this study are anticipated to inform strategic marketing initiatives, foster brand engagement, and cultivate enduring loyalty among digital native consumers, thereby offering valuable guidance for businesses seeking to thrive in the competitive landscape of the digital marketplace*

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