

A Study of Factors Influencing Brand Loyalty of Titan in Pune City

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Abstract: *Brand loyalty is a cornerstone of sustainable business success, embodying consumers' unwavering preference and repeated patronage towards a particular brand's offerings. This study delves into the concept of brand loyalty, focusing on Titan, to elucidate the factors influencing consumer behaviour, marketing strategies, and brand management. Drawing upon literature reviews and employing a mixed-method approach involving surveys and interviews with Pune residents familiar with Titan products, the research investigates brand loyalty dynamics. Results reveal that quality is the primary driver of continued patronage, followed by design and brand reputation. Moreover, respondents acknowledge Titan's efforts to enhance product quality and expand its range, contributing significantly to fostering brand loyalty. The majority of respondents express high satisfaction with their overall purchase experience and perceive Titan's initiatives to maintain and enhance brand loyalty positively. These findings underscore the importance of prioritizing product quality and strategic brand management in cultivating enduring brand loyalty, thereby ensuring sustained success and relevance in the marketplace.*

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