

The Role of Brand Loyalty in Consumer Decision-Making

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Abstract: *Brand loyalty plays a critical role in influencing consumer decision-making, establishing an emotional connection between consumers and brands. This research explores the impact of brand loyalty on consumer behavior, the factors that contribute to brand loyalty, and its significance in purchasing decisions. The study investigates how brand loyalty drives repeat purchases, consumer advocacy, and long-term customer retention. Additionally, it examines marketing strategies that businesses employ to enhance and sustain brand loyalty in a competitive market. The findings suggest that trust, brand image, emotional connection, and customer satisfaction are the key elements in fostering brand loyalty. Businesses that successfully develop and maintain brand loyalty can gain a sustainable competitive advantage.*

Keywords: Brand Loyalty, Consumer Decision-Making, Consumer Behavior, Repeat Purchases, Brand Advocacy, Customer Retention, Marketing Strategy, Emotional Attachment, Brand Trust, Customer Satisfaction

