

# 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.

**Keywords:** Brand loyalty

## I. INTRODUCTION

Brand loyalty is the bedrock of sustainable business success, representing the steadfast preference and repeat patronage consumers exhibit towards a specific brand's offerings over alternatives in the market. This loyalty is rooted in a deep emotional connection or trust forged between consumers and the brand over time. Key factors contributing to this allegiance include the brand's reputation for quality, consistency, and perceived value, all of which shape consumers' perceptions and choices. Effective engagement strategies, maintaining a positive brand image, and delivering exceptional customer experiences further enhance brand loyalty, fostering a cycle of repeat purchases and positive advocacy.

For businesses, cultivating brand loyalty is essential for securing repeat purchases, maximizing customer lifetime value, and harnessing the power of word-of-mouth marketing. Strong brand loyalty not only insulates companies from competitive pressures but also fortifies their resilience amidst market fluctuations. By prioritizing customer relationships and consistently delivering value through their products or services, brands can nurture and reinforce brand loyalty, laying the foundation for sustained success and enduring relevance in the marketplace.

### Objectives of the study

- To study the concept of brand loyalty with respect to Titan .
- To identify various factors that affect brand loyalty of Titan.

### Scope of the study

This report investigates the factors influencing brand loyalty towards Titan, focusing on consumer behaviour, marketing strategies, and brand management. It starts by examining brand loyalty theories and models, followed by a mixed-method approach involving surveys, interviews, and focus groups to gather quantitative and qualitative insights from consumers. The study evaluates Titan's branding strategies, marketing initiatives, and competitive landscape, aiming to identify key drivers of brand loyalty and provide actionable insights for targeted marketing strategies.

**II. LITERATURE REVIEW**

**Brand Loyalty: A Conceptual Framework and Empirical Analysis" by Oliver, Richard L. (1999)**

This seminal work provides a comprehensive understanding of brand loyalty and its antecedents. Oliver proposes a conceptual framework that identifies various factors influencing brand loyalty, including brand image, perceived quality, satisfaction, and commitment.

**"Determinants of Brand Loyalty in Fast-Moving Consumer Goods Markets in India" by Chaudhuri, Arjun and Holbrook, Morris B. (2001)**

Focused on the Indian market, this study investigates the determinants of brand loyalty, highlighting the role of brand trust, brand satisfaction, and brand image. The findings contribute valuable insights into the factors affecting brand loyalty in the Indian context.

**"Brand Equity and Brand Loyalty in Developing Countries: A Conceptual Framework" by Yoo, Boonghee and Donthu, Naveen (2001)**

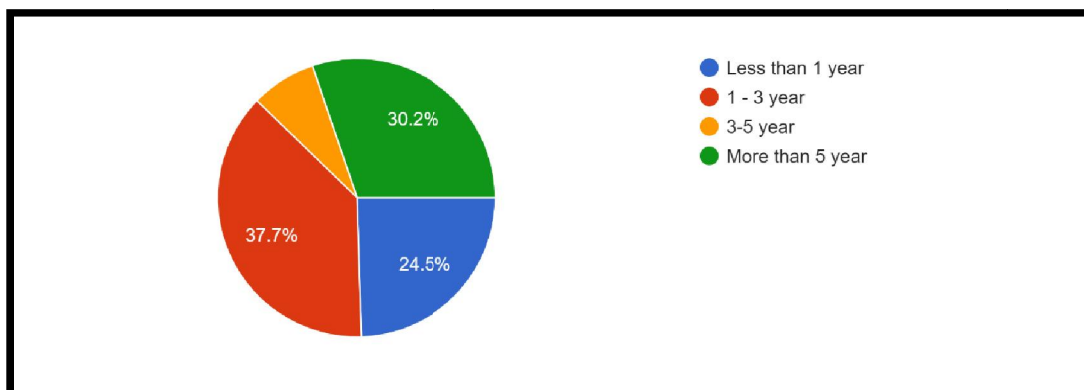
Yoo and Donthu present a conceptual framework exploring the relationship between brand equity and brand loyalty, with a focus on developing countries. The study sheds light on the significance of brand equity dimensions, such as brand awareness, perceived quality, and brand associations, in fostering brand loyalty.

**III. RESEARCH METHODOLOGY**

The study focuses on investigating brand loyalty factors for Titan among individuals residing in Pune who have previously engaged with Titan brand products or services. The targeted population comprises approximately 53 Pune residents, forming the basis for the research sample selection. The sampling frame consists of Pune residents who have interacted with Titan products or services, providing a diverse pool of potential participants. Purposive sampling was chosen to ensure a representative sample while balancing practicality with depth of insights and upholding ethical standards. The research employs a cross-sectional survey design, utilizing structured questionnaires to collect primary data from the selected respondents. Statistical analysis will be conducted to explore patterns and relationships, uncovering insights into consumer perceptions and behaviors towards Titan products in Pune. Additionally, secondary data from existing literature, market reports, and company data on Titan will provide additional context and support data analysis. A mixed-methods approach will be employed for analysis, utilizing statistical tools like Microsoft Excel for quantitative data and qualitative methods for interpreting survey responses. The study's hypotheses posit that there is a significant collective influence of product quality, brand image, customer satisfaction, and perceived value on brand loyalty among Titan consumers in Pune, contrasting with the null hypothesis that suggests no significant influence. Through this research, we aim to deepen understanding of brand loyalty dynamics within the context of Titan's market presence in Pune

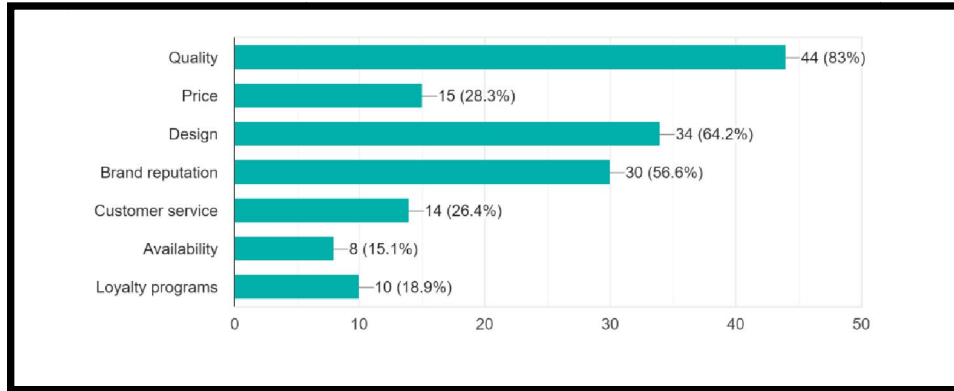
**IV. DATA INTERPRETATION AND ANALYSIS**

**1. Duration of Customer Relationship with Titan.**



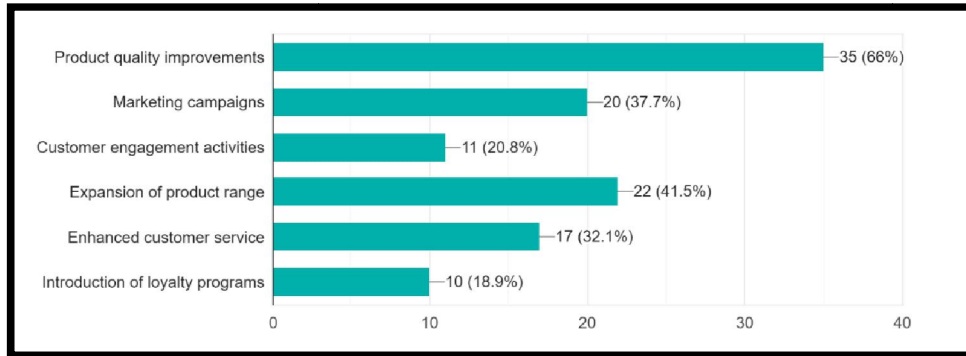
The above graph shows that most of the respondents have been customers of Titan since 1-3 years, 16 respondents have been customers from more than 5 years

**2. Factors Influencing Decision to Continue Purchasing Titan Products**



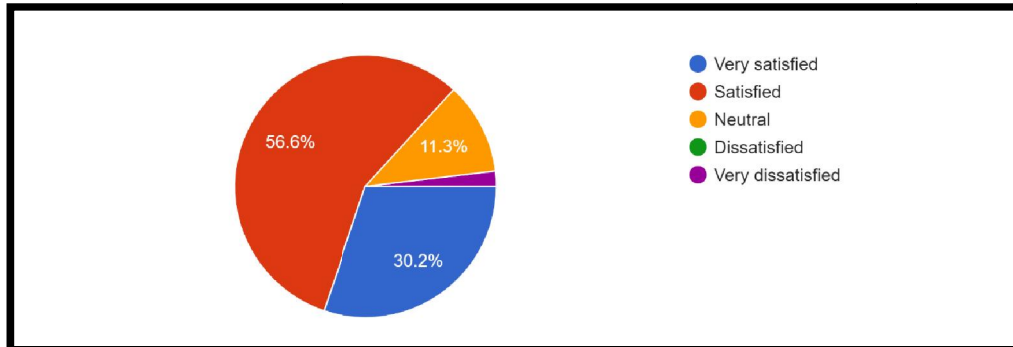
The above graph shows that the quality of titan products is the prominent factor that affects the respondent’s decision to purchase the products. Other prominent factors include design and brand reputation.

**3. Efforts Made by Titan to Strengthen Factors Influencing Brand Loyalty**



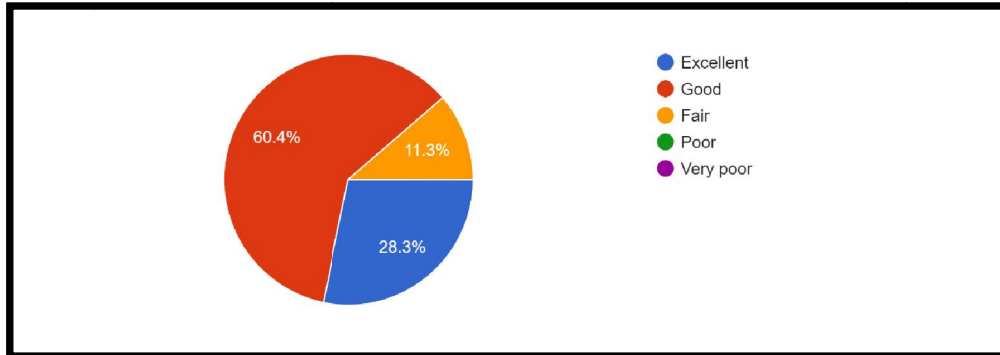
The above graph shows that, according to respondents’ data, titan has made efforts to improve product quality and product range in order to strengthen brand loyalty.

**4. Satisfaction with Overall Purchase Experience with Titan**



The above graph shows that 46 of 53 respondents are satisfied or very satisfied with titan products, only 1 respondent shows dissatisfaction

**5. Perception of Titan's Efforts in Maintaining and Improving Brand Loyalty**



The above graph shows that most of the respondents perceive Titan's efforts in maintaining and improving its brand loyalty good, none of them perceive them as poor, very poor.

**V. FINDINGS**

The survey results reveal significant insights into the customer sentiment towards Titan products. A considerable portion of respondents, 37.7%, have maintained a customer relationship with Titan for 1-3 years, closely followed by 30.2% who have been loyal customers for over 5 years. Quality emerges as the paramount factor influencing continued patronage, with a striking 83% of respondents citing it, followed by design (34%) and brand reputation (56.6%). Notably, respondents acknowledge Titan's endeavours to enhance product quality and expand its range, with 66% and 41.5% respectively recognizing these efforts as pivotal in fostering brand loyalty. Impressively, a vast majority, 86.8%, express satisfaction with their overall purchase experience, with 56.6% being satisfied and 30.2% very satisfied. Furthermore, an overwhelming 88.7% of respondents perceive Titan's initiatives to maintain and enhance brand loyalty as either good or excellent, with none rating them as poor or very poor, signifying a robust trust and appreciation towards the brand's efforts.

**VI. CONCLUSION**

The presented data offers valuable insights into customer perception and loyalty towards Titan products in Pune city. Firstly, a substantial proportion of customers exhibit long-term loyalty to Titan, showcasing the brand's establishment as a trusted choice over time. This indicates Titan's successful cultivation of consumer trust and loyalty. The results of the study support the alternative hypothesis (H1), indicating a significant collective influence of product quality, brand image, customer satisfaction, and perceived value on brand loyalty among Titan consumers in Pune city. Secondly, product quality emerges as the primary driver for purchasing Titan products, closely followed by design and brand reputation. This underscores Titan's commitment to delivering high-quality products that meet or exceed customer expectations. Additionally, the minimal expression of dissatisfaction reflects positively on Titan's ability to consistently deliver satisfactory products, further reinforcing brand loyalty.

**VII. SUGGESTIONS**

- Focus on personalized communication and loyalty programs to strengthen relationships.
- Continue quality assurance and innovation to maintain customer loyalty.
- Invest in marketing campaigns emphasizing quality, design, and satisfaction.
- Expand offerings to meet changing consumer preferences and stay competitive.
- Address issues promptly and exceed expectations to maintain high satisfaction levels.
- Invest in loyalty programs, enhanced service, and engaging campaigns, adapting based on feedback for long-term success